



# WEST VALLEY CLEAN WATER PROGRAM

September 15, 2015

Mr. Bruce H. Wolfe, Executive Officer  
San Francisco Bay Regional Water Quality Control Board  
1515 Clay Street, Suite 1400  
Oakland, CA 94612

Subject: FY 2014-2015 Stormwater Program Annual Report for the West Valley Communities:

- City of Campbell
- Town of Los Gatos
- ✓ City of Monte Sereno
- City of Saratoga

Dear Mr. Wolfe:

This letter and Annual Report with attachments is submitted on behalf of the West Valley Communities of Campbell, Los Gatos, Monte Sereno, and Saratoga, in conjunction with the Santa Clara Valley Urban Runoff Pollution Prevention Program's Annual Report, pursuant to Permit Provision C.16a of the Municipal Regional Stormwater NPDES Permit (MRP), Order R2-2009-0074, NPDES Permit No CAS612008 issued by the San Francisco Bay Regional Water Quality Control Board. The Annual Report provides documentation of activities conducted during FY 2014-2015 and consists of the following:

- A. Certification Statement
- B. Annual Report Form
  - Table of Contents
  - Completed Annual Report Form: Sections 1-15
    - Appendices, following respective sections

Please contact Kelly Carroll at (408) 354-4734 regarding any questions or concerns.

Regards,

Kelly Carroll  
Urban Runoff Program Manager

Attachment: Municipal Annual Report

cc: Adam Olivieri, SCVRUPPP Program Manager  
Jill Bicknell, SCVRUPPP  
Bill Helms, City of Campbell  
Matt Morley, Town of Los Gatos  
Jim Harbin, Town of Los Gatos  
Brian Loventhal, City of Monte Sereno  
John Cherbone, City of Saratoga  
Manini Cabute, City of Saratoga

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West Valley Communities:

# City of Monte Sereno

## **Municipal Regional Stormwater NPDES Permit Annual Report FY 2014-2015**

NPDES Permit No. CAS612008 (Order R2-2009-0074)



**West Valley Clean Water Program**



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Councilmember: Lon Allan  
Councilmember: Marshall Anstandig  
Councilmember: Burton Craig  
Councilmember: Susan Garner  
Councilmember: Walter Huff

City Manager: Brian Loventhal  
City Clerk: Andrea Chelemengos  
Finance Officer: Sue L'Heureux  
Building Official: Rob Queirolo

## City of Monte Sereno

### City of Monte Sereno Stormwater/NPDES Permit FY2014-2015 ANNUAL REPORT

#### Certification Statement

"I certify, under penalty of law, that this document and all attachments were prepared under my direction or supervision in accordance with a system designed to ensure that qualified personnel properly gather and evaluate the information submitted. Based on my inquiry of the person or persons who manage the system, or those persons directly responsible for gathering the information, the information submitted, is, to the best of my knowledge and belief, true, accurate, and complete. I am aware that there are significant penalties for submitting false information, including the possibility of fine and imprisonment for knowing violations."

#### Signature by Duly Authorized Representative:

Brian Loventhal  
City Manager

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ATTACHMENT B

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## Acronyms/Abbreviations

AB	Assembly Bill	CDS	Continuous Deflective Separation, aka Vortex Separator
ABAG	Association of Bay Area Governments	CM	Control Measure
ABC	Annual Budget Review Compilation	CEP	Clean Estuary Partnership
ac	acre	CEUs	Continuing Education Units
ac-ft	acre-feet	CESQG	Conditionally Exempt Small Quantity Generator
ACCWP	Alameda Countywide Clean Water Program	CEQA	California Environmental Quality Act
ACOE	U.S. Army Corps of Engineers	CETA	Cleaning Equipment Trade Association
AHTG	Ad Hoc Task Group	CFR	Code of Federal Regulations
APWA	American Public Works Association	cfs	cubic feet per second
AR	Annual Report	CGP	State NPDES Construction General [stormwater] Permit
ARRA	American Recovery and Reinvestment Act [of 2010]	CI	Continuous Improvement
ASBS	Area of Special Biological Significance	CIP	Capital Improvement Project
ASCE	American Society of Civil Engineers	CIWMB	California Integrated Waste Management Board
ATS	Active Treatment System	CMIA	Conceptual Model Impairment Assessment
BAAQMD	Bay Area Air Quality Management District	CMS	Copper Management Strategy
BADA	Bay Area Dischargers Association	COA	Condition of Approval
BART	San Francisco Bay Area Rapid Transit	CoHHW	Santa Clara County Household Hazardous Waste Program, aka HHW
BAT	Best Available Technology	CoIWMP	Santa Clara County Integrated Waste Management Plan, aka IWMP
BATG	Budget Ad Hoc Task Group	COLD	Beneficial Use Category: cold freshwater habitat
Basin	Santa Clara Basin	Co-P	Co-Permittee
Basin Plan	Water Quality Control Plan for the San Francisco Basin	CRMP	Coordinated Resources Management and Planning
BACWA	Bay Area Clean Water Agencies	CSBP	California Stream Bioassessment Procedures
BAHM	Bay Area Hydrology Model	CTR	California Toxic Rule
BAMBI	Bay Area Macroinvertebrate Bioassessment Information	Cu	Copper
BASMAA	Bay Area Stormwater Management Agencies Association	cu-ft	cubic feet
Bay	San Francisco Bay	cu-yd	cubic yards
Bay Area	San Francisco Bay Area	CWA	Clean Water Act
BIA	Building Industry Association	CWC	California Water Code
BID	Business Improvement District	CY	Cubic Yards
BMI	Benthic Macroinvertebrate	DAC	Disadvantaged Community
BMM	Lower South Bay Monitoring and Modeling Subgroup	DAMP	Drainage Area Management Plan
BMP	Best Management Practice	DCIA	Directly Connected Impervious Area
BOMA	Building Owners and Managers Association	DDD	Dichlorodiphenyldichloroethane
BPP	Brake Pad Partnership	DDE	Dichlorodiphenyldichloroethylene
BU	Beneficial Use	DDT	Dichlorodiphenyltrichloroethane
C	Celsius	DEH	Department of Environmental Health
C.3	Permit Provision C3 (MRP 2009)	DI	drain inlet
C3PO	C3 Provision Oversight Ad Hoc Task Group (SCVURPPP)	District	Santa Clara Valley Water District, aka SCVWD
CA	California	DMA	Drainage Management Area
Cal-EPA	California Environmental Protection Agency	DO	Dissolved Oxygen
CalRecycle	Calif. Dept. of Resources Recycling and Recovery	DOE	Department of Energy
Caltrans	California Department of Transportation	DPR	Department of Pesticide Regulation
CAMLnet	California Aquatic Macroinvertebrate Laboratory Network	DWR	Department of Water Resources
Campaign	Watershed Watch Campaign	EC	Erosion Control
CAP	Copper Action Plan	E. Coli	Enterococcus Coli
CASA	California Association of Sanitation Agencies	EEC	SF Bay Wildlife Refuge Environmental Education Center
CASQA	California of Stormwater Quality Association	EEDMS	Environmental Enforcement Data Management System
CB	Copper Baseline	EEPS	Exposure and Effects Pilot Study
cb	catch basin	e.g.	for example
CCAG	Creek Connections Action Group	EIR	Environmental Impact Report
CCC	California Coastal Commission	EMAP	Environmental Monitoring Program
CCC	Continuous Concentration Criterion	EMB	Executive Management Board
CCCWP	Contra Costa Clean Water Program		
CD-ROM	Compact Disk-Read Only Memory		

## Acronyms/Abbreviations

EOA	Eisenberg, Olivieri, and Associates	MEP	Maximum Extent Practicable
EPA	U.S. Environmental Protection Agency	Mercury Plan	Mercury Pollution Prevention Plan
EPR	Extended Producer Responsibility	mg	milligram
EPS	Expanded Polystyrene foam	mgd	million gallons per day
ERP	Enforcement Response Plan	MIGR	Beneficial Use category: fish migration
Estuary	San Francisco Bay Estuary	MOA	Memorandum of Agreement
F	Fahrenheit	MOFO	Morrison & Foerster
FCD	Full Trash Capture Device, aka TCD	MOU	Memorandum of Understanding
FEMA	Federal Emergency Management Agency	MP	Monitoring Priority
FLT	Fluorescent Light Tube	MROSD	Mid-Peninsula Regional Open Space District
FY	Fiscal Year	MRP	Municipal Regional NPDES Stormwater Permit
gal	gallons	[ <sup>1</sup> MRP	Receiving Waters Monitoring and Reporting System,
GALP	Great American Liter Pick Up	<sup>1</sup> San Diego]	
GCRCD	Guadalupe-Coyote Resource Conservation District	MS4	Municipal Separate Storm Sewer System
GIASP	General Industrial Activities Stormwater Permit	MTC	Metropolitan Transportation Commission
GIS	Geographic Information System	MYRWMP	Multi-Year Receiving Waters Monitoring Plan
GPM	Gallons per minute	N/A	Not Applicable, aka na
GRTS	Generalized Random Tessellation Stratified	na	not applicable, aka N/A
Haz Mat	Hazardous Materials	NAIOP	National Association of Industrial and Office Properties
HBANC	Home Builders Association of Northern California	NAP	Nickel Action Plan
Hg	Mercury	NEMA	National Electrical Manufacturers Association
HHW	Household Hazardous Waste, aka CoHHW	NEPA	National Environmental Policy Act
HM	Hydromodification	ng	Nanogram
HMP	Hydromodification Management Plan	NGO	Non-Governmental Organization
HVAC	Heating, Ventilation and Air Conditioning	Ni	Nickel
IBI	Index of Biotic Integrity	NOAA	National Oceanic and Atmospheric Administration
IC/ID	Illicit Connection and Illegal Dumping Program, aka IDDE	NOI	Notice of Intent
ID	Identification	NOC	Notice of Correction
IDDE	Illicit Discharge Detection & Elimination Program, aka IC/ID	NPDES	National Pollutant Discharge Elimination System
IND/COM	Industrial/Commercial Business Inspection Program	NPS	Nonpoint Source
i.e.	that is	NRCD	National Resource Conservation District
IPM	Integrated Pest Management	NRCS	Natural Resource Conservation
IRWMP	Bay Area Integrated Regional Water Management Plan, aka IRWM	NRDC	National Resource Defense Council
IWMP	Integrated Waste Management Plan, aka CoIWMP	NTC	Notice to Comply
JPA	Joint Powers Authority	OC	Organochlorine
kdg	Kindergarten	O&M	Operation and Maintenance
KAB	Keep America Beautiful	OP	Organophosphate
kg	Kilogram	OWOW	Our Water Our World
L	Liter	P2	Pollution Prevention
lb	Pound	PAHs	Polynuclear Aromatic Hydrocarbons
LA	load allocation	PBDE	Polybrominated Diphenyl Ether
LEED	Leadership in Energy & Environmental Design	Pb	Lead
LFA	Limiting Factors Analysis	PCA	Pest Control Advisor
LID	Low Impact Development	PCBs	Polychlorinated Biphenyls
LSSB	Lower South San Francisco Bay	PCDD	Polychlorinated Dibenzo-p-Dioxins
LTTT	Long Term Trash Load Reduction Plan (2014)	PCDF	Polychlorinated Dibenzofurans
LUS	Land Use Subgroup	PCI	Pavement Condition Index
MC	Management Committee	PCO	Pest Control Operator
MCMP	Metals Control Measures Plan	PDA	Priority Development Area
MCTT	Multi-Chambered Treatment Train	pg	Picogram
Mddb	Metadata Database	PHAB	Physical Habitat Assessments
MDL	Most Downstream Location	PIP	Public Information and Participation
		PI/P	Public Information and Participation
		PIPP	Public Information and Participation Program

## Acronyms/Abbreviations

PMPS	Pest Management Performance Standard	SF	San Francisco
POC	Pollutant of Concern	sf	square feet
POTW	Publicly Owned Treatment Works, aka STP or WPCP	SFBWQIF	San Francisco Bay Water Quality Improvement Fund
PPPS	Planning Procedures Performance Standard	SFD	single family dwelling (detached)
Program	Santa Clara Valley Urban Runoff Pollution Prevention Program, aka SCVURPPP	SFEI	San Francisco Estuary Institute
PS	Performance Standard	SFEP	San Francisco Estuary Project
PVC	Polyvinyl Chloride	SFRWQCB	San Francisco Regional Water Quality Control Board
PW	Public Works	SIC	Standard Industrial Classification/ Code
Q	Quarter	SMArT®	Sunnyvale Materials Recovery and Transfer
Q	Flow	SOP	Standard Operating Procedures
QAC	Qualified Applicator Certificate	South Bay	Lower South San Francisco Bay
QAPP	Quality Assurance Project Plan	SPLWG	Sources, Pathways and Loadings Work Group (RMP)
QSD	Qualified SWPPP Developer	SPWN	fish spawning
QSP	Qualified SWPPP Practitioner	SSC	Suspended Sediment Concentration
RAC	Regional Ad Campaign	SSI	Inventory of Santa Clara Basin Stream Studies
RARE	preservation of rare and endangered species	SSMP	Sewer System Management Plan
RCRA	Resource Conservation and Recovery Act	SSO	Water Quality Site-Specific Objective
REC-1	Beneficial Use Category: water contact recreation	State Board	State Water Resources Control Board, aka SWRCB
REC-2	Beneficial Use Category: non-contact water recreation	STOPPP	San Mateo Countywide Stormwater Pollution Prevention Program
Regional Board	San Francisco Bay Regional Water Quality Control Board, aka RWQCB or SF Bay RWQCB	STP	Sewage Treatment Plant, aka POTW or WPCP
RFP	Request for Proposal	STTP	Short Term Trash Load Reduction Plan (2012)
RFQ	Request for Qualification	SW	stormwater
RMAS	Regional Monitoring and Assessment Strategy	SWAMP	Surface Waters Ambient Monitoring Program
RMP	Regional Monitoring Program	SWANA	Solid Waste Association of North America
RPT	Report Preparation Team	SWID	Storm Water Infiltration Device
RPW	Rural Public Works	SWMP	Stormwater Management Plan
RS	Regulatory Subgroup	SWPPP	Stormwater Pollution Prevention Plan
RTA	Rapid Trash Assessment	SWRCB	State Water Resources Control Board, aka State Board
RWL	Receiving Water Language	TAC	Technical Advisory Committee
RWRC	Recycling & Waste Reduction Commission, County of Santa Clara	TCD	Trash Capture Device, aka FCD
RWQCB	San Francisco Bay Regional Water Quality Control Board, aka Regional Board or SF Bay RWQCB	TDS	Total Dissolved Solids
Rx	prescription	TIE	Toxicity Identification Evaluation
SB	Senate Bill	TSS	Total Suspended Solids
SC	Steering Committee	TMA	Trash Management Area
SCC	Santa Clara County	TMDL	Total Maximum Daily Load
SCC DEH, CPD	Santa Clara County Department of Environmental Health, Consumer Protection Division	TO	Tentative Order
SCC DEH, HMCDD	Santa Clara County Department of Environmental Health, Hazardous Materials Compliance Division	TP	Total Phosphorus
SCC DEH, S/MW	Santa Clara County Department of Environmental Health, Solid/Medical Waste	TPH	Total Petroleum Hydrocarbons
SCC DEH, VCD	Santa Clara County Department of Environmental Health, Vector Control	TRC	Technical Review Committee
SCC FD	Santa Clara County Fire Department	UCCE	University of California Cooperative Extension Service
SCBWMI	Santa Clara Basin Watershed Management Initiative, aka WMI	ug	Microgram
SCV	Santa Clara Valley	UPC	Urban Pesticide Committee
SCVURPPP	Santa Clara Valley Urban Runoff Pollution Prevention Program	URMP	Urban Runoff Management Plan
SCVWD	Santa Clara Valley Water District	URP	Urban Runoff Program
SD	Storm Drain	URQM	Urban Runoff Quality Management
SDOM	Storm Drain Operation and Maintenance	USA	Unified Stream Assessment
		USACE	US Army Corp of Engineers
		USEPA	U. S. Environmental Protection Agency
		USFWS	U.S. Fish and Wildlife Service
		USGS	U.S. Geological Survey
		UST	Underground Storage Tank
		UTA	Santa Clara Valley Transportation Authority

## Acronyms/Abbreviations

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WAC	Watershed Assessment Consultant
WAMS	Watershed Assessment and Monitoring Subgroup
WAR	Watershed Assessment Report
WARM	Beneficial Use Category: warm freshwater habitat
Water Board	San Francisco Bay Regional Water Quality Control Board, aka SF Bay RWQCB or Regional Board
Water District	Santa Clara Valley Water District
WDA	Waste Discharge Allocation
WDR	Waste Discharge Requirements
WEF	Water Environment Federation
WEO	Watershed Education and Outreach
WE&O	Watershed Education and Outreach
WERF	Water Environment Research Foundation
WG	Work Group
WILD	Beneficial Use Category: wildlife habitat
WLA	Waste Load Allocation
WMI	Watershed Management Initiative, aka SCBWMI
Work Group "I"	SCBWMI Phase I Indicators Work Group
WP	Work Plan
WPCP	Water Pollution Control Plant, aka POTW or STP
WQC	Water Quality Criteria
WQV	Water Quality Volume
WRPC	Water Resources Protection Collaborative
WTP	Water Treatment Plant
WUPPP	Water Utility Pollution Prevention Plan
WV	West Valley
WVC	West Valley Communities
WVCWP	West Valley Clean Water Program
WVSD	West Valley Sanitation District
WW	Watershed Watch
WWTP	Wastewater Treatment Plant
WY	Water Year
YSI	Youth Science Institute
ZLI	Zero Litter Initiative
Zn	Zinc

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# **Section 1:**

# **Permittee Information**

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Section 1 – Permittee Information

Background Information					
Permittee Name:	City of Monte Sereno				
Population:	3,451				
NPDES Permit No.:	CAS612008				
Order Number:	R2-2009-0074R				
Reporting Time Period (month/year):	July 2014 through June 2015				
Name of the Responsible Authority:	Brian Loventhal			Title:	City Manager
Mailing Address:	18041 Saratoga-Los Gatos Road				
City:	Monte Sereno	Zip Code:	95030	County:	Santa Clara County
Telephone Number:	(408) 354-7635		Fax Number:	(408) 395-7653	
E-mail Address:	bloventhal@cityofmontesereno.org				
Name of the Designated Stormwater Management Program Contact (if different from above):	Kelly Carroll			Title:	Urban Runoff Program Manager
Department:	Urban Runoff, West Valley Communities Clean Water Program				
Mailing Address:	18041 Saratoga Los Gatos Road				
City:	Monte Sereno	Zip Code:	95030	County:	Santa Clara County
Telephone Number:	(408) 354-4734		Fax Number:	(888) 545-6297	
E-mail Address:	kcarroll@wvcwp.org				

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# **Section 2:**

## **Provision C2**

# **Municipal Operations**

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## Section 2 - Provision C.2 Reporting Municipal Operations

### Program Highlights and Evaluation

Highlight/summarize activities for reporting year:

Summary:

On March 26th, 2015 WVCWP hosted its annual "Parks, Facility and Street Maintenance Supervisors Training." The topics covered included but were not limited to; MRP Review, POCs, ERP review, as well as breakout sessions to further discuss pesticide use. This year, special emphasis was placed on first responder responsibilities of municipal staff, when they encounter a stormwater pollution issue. Evaluations indicated that the training was well received.

In addition, the need for a quarterly meeting between, WVCWP staff, Municipal Staff and staff from the Stormdrain Maintenance Contractor for the WV Communities was discussed resulting in meetings in September and March. Agendas included but were not limited to; a review of the current Stormdrain Maintenance Program, Cleaning & Inspection reports, Illicit Connection Reporting, Trash Capture Device Maintenance and Reporting, Storm System Mapping, renewal of contract for services and increased communication between all agencies.

Participation in BASMAA's Municipal Operations Committee was provided by SCVURPPP Staff on behalf of our agency (see SCVURPPP FY1415 Annual Report of description of BASMAA Committee activities and work products). Refer to the C.2. Municipal Operations section of the countywide Program's FY1415 Annual Report for a description of activities implemented at the countywide and/or regional level.

### C.2.a. ► Street and Road Repair and Maintenance

Place a **Y** in the boxes next to activities where applicable BMPs were implemented. If not applicable, type **NA** in the box and provide an explanation in the comments section below. Place an **N** in the boxes next to activities where applicable BMPs were not implemented for one or more of these activities during the reporting fiscal year, then in the comments section below provide an explanation of when BMPs were not implemented and the corrective actions taken.

<b>Y</b>	Control of debris and waste materials during road and parking lot installation, repaving or repair maintenance activities from polluting stormwater
<b>Y</b>	Control of concrete slurry and wastewater, asphalt, pavement cutting, and other street and road maintenance materials and wastewater from discharging to storm drains from work sites.
<b>Y</b>	Sweeping and/or vacuuming and other dry methods to remove debris, concrete, or sediment residues from work sites upon completion of work.

Comments:

**C.2.b. ► Sidewalk/Plaza Maintenance and Pavement Washing**

Place a **Y** in the boxes next to activities where applicable BMPs were implemented. If not applicable, type **NA** in the box and provide an explanation in the comments section below. Place an **N** in the boxes next to activities where applicable BMPs were not implemented for one or more of these activities during the reporting fiscal year, then in the comments section below provide an explanation of when BMPs were not implemented and the corrective actions taken.

<b>N/A</b>	Control of wash water from pavement washing, mobile cleaning, pressure wash operations at parking lots, garages, trash areas, gas station fueling areas, and sidewalk and plaza cleaning activities from polluting stormwater
<b>N/A</b>	Implementation of the BASMAA Mobile Surface Cleaner Program BMPs
Comments: The City of Monte Sereno does not permit or perform any such activity.	

**C.2.c. ► Bridge and Structure Maintenance and Graffiti Removal**

Place a **Y** in the boxes next to activities where applicable BMPs were implemented. If not applicable, type **NA** in the box and provide an explanation in the comments section below. Place an **N** in the boxes next to activities where applicable BMPs were not implemented for one or more of these activities during the reporting fiscal year, then in the comments section below provide an explanation of when BMPs were not implemented and the corrective actions taken.

<b>N/A</b>	Control of discharges from bridge and structural maintenance activities directly over water or into storm drains
<b>N/A</b>	Control of discharges from graffiti removal activities
<b>N/A</b>	Proper disposal for wastes generated from bridge and structure maintenance and graffiti removal activities
<b>N/A</b>	Implementation of the BASMAA Mobile Surface Cleaner Program BMPs for graffiti removal
<b>Y</b>	Employee training on proper capture and disposal methods for wastes generated from bridge and structural maintenance and graffiti removal activities.
<b>N/A</b>	Contract specifications requiring proper capture and disposal methods for wastes generated from bridge and structural maintenance and graffiti removal activities.
Comments: The City of Monte Sereno did not perform bridge maintenance or graffiti removal in this fiscal year. City and contract staffs have received training regarding the use of appropriate BMPs when these activities are scheduled to take place.	

<b>C.2.d. ► Stormwater Pump Stations</b>							
Does your municipality own stormwater pump stations:				<input type="checkbox"/>	Yes	<input checked="" type="checkbox"/>	No
If your answer is <b>No</b> then skip to <b>C.2.e.</b>							
Complete the following table for dry weather DO monitoring and inspection data for pump stations <sup>1</sup> (add more rows for additional pump stations). If a pump station is exempt from DO monitoring, explain why it is exempt.							
Pump Station Name and Location	First inspection Dry Weather DO Data		Second inspection Dry Weather DO Data				
	Date	mg/L	Date	mg/L			
Summarize corrective actions as needed for DO monitoring at or below 3 mg/L. Attach inspection records of additional DO monitoring for corrective actions:							
Summary:							
Attachments:							
Complete the following table for wet weather inspection data for pump stations (add more rows for additional pump stations):							
Pump Station Name and Location	Date (2x/year required)	Presence of Trash (Cubic Yards)	Presence of Odor (Yes or No)	Presence of Color (Yes or No)	Presence of Turbidity (Yes or No)	Presence of Floating Hydrocarbons (Yes or No)	

<sup>1</sup> DO monitoring is exempted where all discharge from a pump station remains in a stormwater collection system or infiltrates into a dry creek immediately downstream.

C.2.e. ► Rural Public Works Construction and Maintenance					
Does your municipality own/maintain rural <sup>2</sup> roads:		<input type="checkbox"/>	Yes	<input checked="" type="checkbox"/>	No
If your answer is <b>No</b> then skip to C.2.f.					
Place a <b>Y</b> in the boxes next to activities where applicable BMPs were implemented. If not applicable, type <b>NA</b> in the box and provide an explanation in the comments section below. Place an <b>N</b> in the boxes next to activities where applicable BMPs were not implemented for one or more of these activities during the reporting fiscal year, then in the comments section below provide an explanation of when BMPs were not implemented and the corrective actions taken.					
<input type="checkbox"/>	Control of road-related erosion and sediment transport from road design, construction, maintenance, and repairs in rural areas				
<input type="checkbox"/>	Identification and prioritization of rural road maintenance based on soil erosion potential, slope steepness, and stream habitat resources				
<input type="checkbox"/>	No impact to creek functions including migratory fish passage during construction of roads and culverts				
<input type="checkbox"/>	Inspection of rural roads for structural integrity and prevention of impact on water quality				
<input type="checkbox"/>	Maintenance of rural roads adjacent to streams and riparian habitat to reduce erosion, replace damaging shotgun culverts and excessive erosion				
<input type="checkbox"/>	Re-grading of unpaved rural roads to slope outward where consistent with road engineering safety standards, and installation of water bars as appropriate				
<input type="checkbox"/>	Inclusion of measures to reduce erosion, provide fish passage, and maintain natural stream geomorphology when replacing culverts or design of new culverts or bridge crossings				
Comments including listing increased maintenance in priority areas:					

<sup>2</sup> Rural means any watershed or portion thereof that is developed with large lot home-sites, such as one acre or larger, or with primarily agricultural, grazing or open space uses.

C.2.f. ► Corporation Yard BMP Implementation			
Place an <b>X</b> in the boxes below that apply to your corporations yard(s):			
<input checked="" type="checkbox"/>	We do not have a corporation yard		
<input type="checkbox"/>	Our corporation yard is a filed NOI facility and regulated by the California State Industrial Stormwater NPDES General Permit		
<input type="checkbox"/>	We have a <b>Stormwater Pollution Prevention Plan (SWPPP)</b> for the Corporation Yard(s)		
Place an <b>X</b> in the boxes below next to implemented SWPPP BMPs to indicate that these BMPs were implemented in applicable instances. If not applicable, type <b>NA</b> in the box. If one or more of the BMPs were not adequately implemented during the reporting fiscal year then indicate so and explain in the comments section below:			
<input type="checkbox"/>	N/A	Control of pollutant discharges to storm drains such as wash waters from cleaning vehicles and equipment	
<input type="checkbox"/>	N/A	Routine inspection prior to the rainy seasons of corporation yard(s) to ensure non-stormwater discharges have not entered the storm drain system	
<input type="checkbox"/>	N/A	Containment of all vehicle and equipment wash areas through plumbing to sanitary or another collection method	
<input type="checkbox"/>	N/A	Use of dry cleanup methods when cleaning debris and spills from corporation yard(s) or collection of all wash water and disposing of wash water to sanitary or other location where it does not impact surface or groundwater when wet cleanup methods are used	
<input type="checkbox"/>	N/A	Cover and/or berm outdoor storage areas containing waste pollutants	
Comments: The City of Monte Sereno does not own or operate a Municipality based Corporation Yard			
If you have a corporation yard(s) that is not an NOI facility, complete the following table for inspection results for your corporation yard(s) or attach a summary including the following information:			
Corporation Yard Name	Inspection Date (1x/year required)	Inspection Findings/Results	Follow-up Actions

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# **Section 3:**

## **Provision C3**

### **New Development and Redevelopment**

**West Valley Clean Water Program**



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**West Valley Clean Water Program**



Section 3 - Provision C.3 Reporting New Development and Redevelopment

**C.3.b.v.(2)(a) ► Green Streets Status Report**

(All projects to be completed by December 1, 2014)

On an annual basis (if applicable), report on the status of any pilot green street projects within your jurisdiction. For each completed project, report the capital costs, operation and maintenance costs, legal and procedural arrangements in place to address operation and maintenance and its associated costs, and the sustainable landscape measures incorporated in the project including, if relevant, the score from the Bay-Friendly Landscape Scorecard.

**Summary:**

The C.3 New Development and Redevelopment section of the SCVURPPP's FY 14-15 Annual Report includes a description of county-wide and regional activities. Additionally, the status of Campbell's Hacienda Green Street project is described below. WVCWP, on behalf of the WV Communities, is coordinating with SCVURPPP and City of Campbell on the Hacienda Avenue Green Street Project as a county-wide pilot project.

**Hacienda Avenue Green Street Project:**

Construction began in September of 2014. First order of work was installation of underground facilities such as, storm sewer and streetlight conduits. Excavation of bio-infiltration basins and their associated concrete improvement and overflow receptacle drainage system followed. While many major underground utilities were relocated by their owners (San Jose Water Company, PG&E), others underground and overhead utilities had to be relocated concurrently with the City's construction. Coordinating the various utility companies while maintaining construction progress proved challenging.

As the construction progressed, cobble stone became another challenge. The cobble stone in the native soil within the project limits was deemed beneficial during the design of the bio-infiltration basins. Geotechnical study showed that the cobbles allowed for excellent water infiltration rate in the substrate. However, their large size, quantity and location were not accurately reflected in the study, causing issues with disposal and reuse of this material during construction. Many disposal sites do not allow or have adequate spaces to accept the excavated soil containing the larger stones. After an extensive search, the contractor was able to locate a disposal site willing to accept the material for a premium.

The stone also became an issue for the planned Full Depth Reclamation Process (FDR) designed to reuse the roadbed material in situ. The idea is to leave the existing base rock and substrate in place, mix with stabilizing agents before installation of new asphalt concrete. This FDR method of roadway reconstruction is more sustainable and economic than the traditional method of removing all original roadbed material and replacing it with virgin material which must be mined, and then trucked to the project site. A rock crushing operation was devised to pretreat the roadbed substrate to reduce the size of the cobble. Although this operation carried with it a price tag of \$325,500, it is still more economical than the alternative of using traditional removal and replacement method.

At the time of this report, the construction is still ongoing. Majority of the bio-infiltration basins had been installed, and the rock crushing operation is taking place. Other remaining items include installation of asphalt concrete, irrigation and planting of bio-infiltration basins, other street improvements, and Bay Friendly related items. Construction is anticipated to end in early fall of 2015.

**C.3.b.v.(1) ► Regulated Projects Reporting**

Fill in attached table C.3.b.v.(1) or attach your own table including the same information.

**No Regulated Projects.**

**C.3.e.v. ► Alternative or In-Lieu Compliance with Provision C.3.c.**

*(For FY 11-12 Annual Report and each Annual Report thereafter)*

Is your agency choosing to require 100% LID treatment onsite for all Regulated Projects and not allow alternative compliance under Provision C.3.e.?

	Yes	X	No
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Comments (optional):

**C.3.e.vi ► Special Projects Reporting**

1. Has your agency received, but not yet granted final discretionary approval of, a development permit application for a project that has been identified as a potential Special Project based on criteria listed in MRP Provision C.3.e.ii(2) for any of the three categories of Special Projects (Categories A, B or C)?

	Yes	X	No
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2. Has your agency granted final discretionary approval of a project identified as a Special Project in the March 15, 2014 report? If yes, include the project in both the C.3.b.v.(1) Table, and the C.3.e.vi. Table.

	Yes	X	No
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If you answered "Yes" to either question,

- 1) Complete Table C.3.e.vi . below.
- 2) Attach narrative discussion of 100% LID Feasibility or Infeasibility for each project.

**C.3.h.iv. ► Installed Stormwater Treatment Systems Operation and Maintenance Verification Inspection Program Reporting**

(1) Fill in attached table <b>C.3.h.iv.(1)</b> or attach your own table including the same information. <b>There are no regulated projects in the city of Monte Sereno.</b>						
(2) On an annual basis, provide a discussion of the inspection findings for the year and any common problems encountered with various types of treatment systems and/or HM controls. This discussion should include a general comparison to the inspection findings from the previous year. Summary: NA						
(3) On an annual basis, provide a discussion of the effectiveness of the O&M Program and any proposed changes to improve the O&M Program (e.g., changes in prioritization plan or frequency of O&M inspections, other changes to improve effectiveness program). Summary: NA						
(4) During the reporting year, did your agency:						
• Inspect all newly installed stormwater treatment systems and HM controls within 45 days of installation?	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>	Not applicable. No new facilities were installed.
• Inspect at least 20 percent of the total number of installed stormwater treatment systems or HM controls? <sup>1</sup>	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>	Not applicable. No treatment measures
• Inspect at least 20 percent of the total number of installed vault-based systems?	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>	Not applicable. No vault systems.
If you answered "No" to any of the questions above, please explain:						

<sup>1</sup> If there is only 1 treatment measure in the jurisdiction, the agency must inspect it every year.

**C.3.i. ► Required Site Design Measures for Small Projects and Detached Single Family Home Projects**

On an annual basis, discuss the implementation of the requirements of Provision C.3.i, including ordinance revisions, permit conditions, development of standard specifications and/or guidance materials, and staff training.

Summary:

BASMAA prepared standard specifications in four fact sheets regarding the site design measures listed in Provision C.3.i, as a resource for Permittees. We have modified local ordinances/policies/procedures and forms/checklists to require all applicable projects approved after December 1, 2012 to implement at least one of the site design measures listed in Provision C.3.i.

The City of Monte Sereno is using BASMAA's site design fact sheets as guidance for development projects. Staff training regarding implementation of Low Impact Development for small projects and detached single family home projects is provided yearly and to new staff as necessary.

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# **Section 4: Provision C4 Industrial and Commercial Site Controls**

**West Valley Clean Water Program**



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**West Valley Clean Water Program**





Section 4 – Provision C.4 Industrial and Commercial Site Controls

**Program Highlights**

Provide background information, highlights, trends, etc.

**The City of Monte Sereno does not have any Commercial or Industrial sites.**

**C.4.b.i. ► Business Inspection Plan**

Do you have a Business Inspection Plan?

☐ Yes ☐ No

If No, explain:

**C.4.b.iii.(1) ► Potential Facilities List**

List below or attach your list of industrial and commercial facilities in your Inspection Plan to inspect that could reasonably be considered to cause or contribute to pollution of stormwater runoff.

**C.4.b.iii.(2) ► Facilities Scheduled for Inspection**

List below or attach your list of facilities scheduled for inspection during the current fiscal year.

**C.4.c.iii.(1) ► Facility Inspections**

Fill out the following table or attach a summary of the following information. Indicate your violation reporting methodology below.

☐ Permittee reports multiple discrete violations on a site as one violation.

☐ Permittee reports the total number of discrete violations on each site.

	Number	Percent
Number of businesses inspected		
Total number of inspections conducted		
Number of violations (excluding verbal warnings)		
Sites inspected in violation		
Violations resolved within 10 working days or otherwise deemed resolved in a longer but still timely manner		
Comments:		

**C.4.c.iii.(2) ► Frequency and Types/Categories of Violations Observed**

Fill out the following table or attach a summary of the following information.

Type/Category of Violations Observed	Number of Violations
Actual discharge (e.g. active non-stormwater discharge or clear evidence of a recent discharge)	
Potential discharge and other	

**C.4.c.iii.(2) ► Frequency and Type of Enforcement Conducted**

Fill out the following table or attach a summary of the following information.

	Enforcement Action (as listed in ERP) <sup>1</sup>	Number of Enforcement Actions Taken	% of Enforcement Actions Taken <sup>2</sup>
Level 1	Verbal Notice (Education and Cooperation)		
Level 2	Written Notice of Correction		
Level 3	Written Notice of Violation (Citation)		
Level 4	Administration / Legal Action		
Total			

**C.4.c.iii.(3) ► Types of Violations Noted by Business Category**

Fill out the following table or attach a summary of the following information.

Business Category <sup>3</sup>	Number of Actual Discharge Violations	Number of Potential/Other Discharge Violations
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**C.4.c.iii.(4) ► Non-Filers**

List below or attach a list of the facilities required to have coverage under the Industrial General Permit but have not filed for coverage:

There are no Commercial or Industrial facilities in the City of Monte Sereno

**C.4.d.iii ► Staff Training Summary**

Training Name	Training Dates	Topics Covered	No. of Inspectors in Attendance	Percent of Inspectors in Attendance
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<sup>1</sup> Agencies to list specific enforcement actions as defined in their ERPs.

<sup>2</sup> Percentage calculated as number of each type of enforcement action divided by the total number of enforcement actions.

<sup>3</sup> List your Program's standard business categories.

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# **Section 5: Provision C5 Illicit Discharge Detection and Elimination**

**West Valley Clean Water Program**



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**Section 5 – Provision C.5 Illicit Discharge Detection and Elimination**

**Program Highlights**

Provide background information, highlights, trends, etc.

Continued work on implementation of the collection systems screening program and response to reports of illegal discharges. Participation in SCVURPPP's IND / IDDE Ad Hoc Task Group (AHTG) was provided by West Valley Clean Water Program (WVCWP) staff on behalf of the West Valley Communities and includes AHTG member discussions and review of AHTG work products. SCVURPPP staff provided participation in the BASMAA Municipal Operations Committee. Refer to the C5 Illicit Discharge Detection and Elimination section of SCVURPPP's FY1415 Annual Report for description of activities of the countywide and regional levels. SCVURPPP provided a training/ roundtable in May and was attended by WVCWP staff and WV Communities' contracted Inspectors, SCC FD & SCC DEH.

**C.5.c.iii ► Complaint and Spill Response Phone Number and Spill Contact List**

List below or attach your complaint and spill response phone number and spill contact list.

**See Appendix C5: C5ciii Construction, Illegal discharge and Industrial Inspection Contacts List**

Contact	Description	Phone Number
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**C.5.d.iii ► Evaluation of Mobile Business Program**

Describe implementation of minimum standards and BMPs for mobile businesses and your enforcement strategy. This may include participation in the BASMAA Mobile Surface Cleaners regional program or local activities.

Description:

Response to complaints of illicit discharges by WVCWP staff, who utilize BASMAA Mobile Surface Cleaners Program material to educate and works with municipal staff to escalate enforcement, as necessary. Municipal staff and contractors are directed to utilize the same Mobile Surface Cleaner BMP's. In an effort to educate local communities, SCVURPPP AHTG with cooperation from all Santa Clara County Co-permittees, developed a data base of known Mobile Businesses in Santa Clara County. This data base was then utilized for a direct mail campaign introducing the stormwater program and provides the SCVURPPP prepared BMP tri-fold. The West Valley Communities are working in concert with other Co-permittees through the AHTG to develop proposed SOP's for use when engaging with Mobile Businesses in the field. In addition, the AHTG is researching applicable associations of mobile businesses, to facilitate additional outreach.

See also SCVURPPP's FY14-15 Annual Report, Section C5 Illicit Discharge Detection and Elimination, for a description of efforts by the IND/IDDE AHTG and the BASMAA Municipal Operations Committee to address mobile businesses.

**C.5.e.iii ► Evaluation of Collection System Screening Program**

Provide a summary or attach a summary of your collection screening program, a summary of problems found during collection system screening and any changes to the screening program this FY.

Description:

The West Valley Communities continue to contract out services for annual inspections of the municipally maintained storm drain system and subsequent cleaning as necessary. At the time of the inspection, the legibility of the storm drain marking is noted along with a notation of the condition of the inlet, including evidence of unusual flows, odors and contents needing to be cleaned out. Contractor staff and municipal crews attended training workshops which included topics on proper BMP's, which included management of discharges potentially containing copper, trash capture device maintenance and data collection of installed devices.

**C.5.f.iii.(1), (2), (3) ► Spill and Discharge Complaint Tracking**

Spill and Discharge Complaint Tracking (fill out the following table or include an attachment of the following information)

	Number	Percentage
Discharges reported (C.5.f.iii.(1))	Campbell - 14 Los Gatos - 8 Monte Sereno - 2 Saratoga - 4	
Discharges reaching storm drains and/or receiving waters (C.5.f.iii.(2))	Campbell - 7 Los Gatos - 4 Monte Sereno - 2 Saratoga - 1	C - 50% LG - 50% MS - 100% S - 25%
Discharges resolved in a timely manner (C.5.f.iii.(3))	Campbell - 12 Los Gatos - 7 Monte Sereno - 2 Saratoga - 4	C - 92% LG - 88% MS - 100% S - 100%

Comments:

Responses to complaints are handled by WVCWP, along with other Public Agencies. Complaints are logged and typically (for non-hazardous, non-emergency situations) reviewed in the field within one business day. If the complaint indicates that a discharge is occurring in the moment, and is non-hazardous, then response to field is as soon as possible. For Reporting purposes, all calls/ complaints are counted as "reported discharges" and every report is followed up to the status "resolved" and is counted, either as "resolved in a timely manner" or tracked and reported as "needing longer than 10-days" until resolved. Resolution may be in the form of "no discharge or incident found." In cases where a responsible party or discharge cannot be substantiated, and education of the surrounding area regarding the alleged incident is beneficial, the area will be canvassed with appropriate / relevant outreach materials (door hangers, brochures, etc.). Resolution may also be in the form of "discharge stopped before reaching the storm drain" in which case clean-up is required and educational materials (or other action, as necessary) are provided to the offender (as appropriate to the situation).

There were 28 reported incidents of discharges in the West Valley Communities, of those 14 were reported as reaching a storm drain and/or creek. Of the 28 reported incidents, (11) were associated with a single business and/or business complex, and will be added to IND Facility Inspection List for FY1516. Eleven (11) incidents were referred/ reported by other agency staff, eleven (11) were reported by Citizens and five (5) were reported by WVCWP staff while in the field conducting other business. Calls from residents seem to indicate that our public outreach efforts are creating more awareness about which kinds of discharges to report and who to contact when these non-stormwater discharges are seen and referrals from other agencies show that our annual trainings are effective.

Of the fourteen (14) cases where an active discharge was reported to have reached the stormdrain, all activities were immediately stopped, and cleaned.

See APPENDIX C5: C.5.f.iii(2) Summary of discharges that reached a stormdrain

#### **C.5.f.iii.(4) ► Summary of major types of discharges and complaints**

Provide a narrative or attach a table and/or graph.

See APPENDIX C5: C.5.f.iii(4) Summary of IDDE by Incident

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# **APPENDIX C5**

## **Illicit Discharge Detection and Elimination**

- C5ciii Illegal Discharge Contacts
- C5fiii(2) Spill and Discharge Complaint Tracking
- C5fiii(4) Summary of IDDE by Incident Type



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### SCVURPPP Construction, Illegal Discharge, and Industrial Inspection Contacts

Agency	Construction Inspection	Illegal Discharge	Industrial Inspection
<b>Campbell</b>	<p><b>Alan Hom</b> Hotline: 408-865-2150 408-866-2168 <a href="mailto:alanh@ci.campbell.ca.us">alanh@ci.campbell.ca.us</a></p> <p><b>Bill Helms</b> 408-866-2153 (direct) 408-866-2150 (Joy @ PW) <a href="mailto:billh@cityofcampbell.com">billh@cityofcampbell.com</a></p> <p><b>Charlotte Andreen</b> Code Enforcement 408-866-27130 <a href="mailto:charlottea@cityofcampbell.com">charlottea@cityofcampbell.com</a></p> <p><b>Bill Bruckart</b> Building Official 408-866-2130</p>	<p><b>Anthony Ortega</b> West Valley Clean Water Program 408-354-5385 office 408-828-4658 cell <a href="mailto:aortega@wvcwp.org">aortega@wvcwp.org</a></p> <p><b>Bill Helms</b> 408-866-2153 (direct) 408-866-2150 (Joy @ PW) <a href="mailto:billh@cityofcampbell.com">billh@cityofcampbell.com</a></p> <p><b>Charlotte Andreen</b> Code Enforcement 408-866-27130 <a href="mailto:charlottea@cityofcampbell.com">charlottea@cityofcampbell.com</a></p>	<p><b>Anthony Ortega</b> West Valley Clean Water Program 408-354-5385 office 408-828-4658 cell <a href="mailto:aortega@wvcwp.org">aortega@wvcwp.org</a></p> <p><b>Lorenzo Perez</b> SCC FD, Haz Mat 408-378-4010 408-241-4439 cell <a href="mailto:lorenzo.perez@cnt.sccgov.org">lorenzo.perez@cnt.sccgov.org</a></p> <p><b>Michael Cervantes</b> Food Facilities – West Valley 408-918-3455 (918-3400 hotline) <a href="mailto:michael.cervantes@deh.sccgov.org">michael.cervantes@deh.sccgov.org</a></p>
<b>Cupertino</b>	<p><b>Kevin Rieden</b> 408-777-3104 <a href="mailto:KevinR@cupertino.org">KevinR@cupertino.org</a></p> <p><b>Cheri Donnelly</b> 408-777-3242 <a href="mailto:CheriD@cupertino.org">CheriD@cupertino.org</a></p>	<p><b>Manuel Barragan</b> 408-472-9907 <a href="mailto:MannyB@cupertino.org">MannyB@cupertino.org</a></p> <p><b>Chris Mertens</b> (Maint. Supervisor) <a href="mailto:ChrisM@cupertino.org">ChrisM@cupertino.org</a></p> <p><b>Cheri Donnelly</b> 408-777-3242 <a href="mailto:CheriD@cupertino.org">CheriD@cupertino.org</a></p>	<p><b>Alex Wykoff</b> 408-777-3255 <a href="mailto:AlexW@cupertino.org">AlexW@cupertino.org</a></p> <p><b>Cheri Donnelly</b> 408-777-3242 <a href="mailto:cherid@cupertino.org">cherid@cupertino.org</a></p>

### SCVURPPP Construction, Illegal Discharge, and Industrial Inspection Contacts

Agency	Construction Inspection	Illegal Discharge	Industrial Inspection
<b>Los Altos Hills</b>	<b>John Chau</b> 650-941-7222 <a href="mailto:jchau@losaltoshills.ca.gov">jchau@losaltoshills.ca.gov</a>	<b>John Chau</b> 650-941-7222 <a href="mailto:jchau@losaltoshills.ca.gov">jchau@losaltoshills.ca.gov</a>	<b>Los Altos Hills does not have any industrial or commercial sites</b>
<b>Los Altos</b>	<b>Kirk Ballard</b> 650-947-2634 <a href="mailto:kirk.ballard@losaltosca.gov">kirk.ballard@losaltosca.gov</a>  <b>Aida Fairman</b> 650-947-2603 <a href="mailto:afairman@losaltosca.gov">afairman@losaltosca.gov</a>	<b>Aida Fairman</b> 650-947-2603 <a href="mailto:afairman@losaltosca.gov">afairman@losaltosca.gov</a>	<b>Aida Fairman</b> 650-947-2603 <a href="mailto:afairman@losaltosca.gov">afairman@losaltosca.gov</a>
<b>Los Gatos</b>	<b>Mike Machado</b> CBO 408-354-6815 <a href="mailto:mmachado@losgatosca.gov">mmachado@losgatosca.gov</a>  <b>Mark Glendinning</b> Building Inspector 408-354-6870 <a href="mailto:mglendinning@losgatosca.gov">mglendinning@losgatosca.gov</a>  <b>Eric Christianson</b> Engineering Inspector 408-395-6824 <a href="mailto:echristianson@losgatosca.gov">echristianson@losgatosca.gov</a>	<b>Anthony Ortega</b> West Valley Clean Water Program 408-354-5385 office 408-828-4658 cell <a href="mailto:aortega@wvcwp.org">aortega@wvcwp.org</a>  <b>Jim Harbin</b> Facilities & Environmental Programs Mgr 408-395-5310 (M-F) <a href="mailto:jharbin@losgatosca.gov">jharbin@losgatosca.gov</a>  <b>Parks &amp; Public Works General Line</b> 7am-4pm Mon thru Fri 408-399-5770	<b>Anthony Ortega</b> West Valley Clean Water Program 408-354-5385 office 408-828-4658 cell <a href="mailto:aortega@wvcwp.org">aortega@wvcwp.org</a>  <b>Michael Benjamin</b> SCC FD, Haz Mat 408-378-4010 <a href="mailto:benjamin@cnt.sccgov.org">benjamin@cnt.sccgov.org</a>  <b>Michael Cervantes</b> Food Facilities – West Valley 408-918-3455 (918-3400 hotline) <a href="mailto:michael.cervantes@deh.sccgov.org">michael.cervantes@deh.sccgov.org</a>

### SCVURPPP Construction, Illegal Discharge, and Industrial Inspection Contacts

Agency	Construction Inspection	Illegal Discharge	Industrial Inspection
<b>Milpitas</b>	<p><b>Shelton Sawyer</b> 408-586-3407 <a href="mailto:ssawyer@ci.milpitas.ca.gov">ssawyer@ci.milpitas.ca.gov</a></p> <p><b>Dorsey Wiseman</b> 408-586-3246 <a href="mailto:dwiseman@ci.milpitas.ca.gov">dwiseman@ci.milpitas.ca.gov</a></p>	<p><b>Paramjit Uppal</b> 408-586-3351 <a href="mailto:puppall@ci.milpitas.ca.gov">puppall@ci.milpitas.ca.gov</a></p>	<p><b>Patti Joki</b> 408-586-3370 <a href="mailto:pjoki@ci.milpitas.ca.gov">pjoki@ci.milpitas.ca.gov</a></p>
<b>Monte Sereno</b>	<p><b>Mo Sharma</b> City Engineer &amp; PW Director 408-354-7635</p> <p><b>Brian Dong</b> Grading &amp; Drainage Inspections; PW 408-354-7635 (Mon &amp; We Only) <a href="mailto:briand@csgengr.com">briand@csgengr.com</a></p> <p><b>Rob Quierolo</b> Building Official 408-354-2805</p>	<p><b>Anthony Ortega</b> West Valley Clean Water Program 408-354-5385 office <a href="mailto:aortega@wvcwp.org">aortega@wvcwp.org</a></p> <p><b>Mo Sharma</b> City Engineer &amp; PW Director 408-354-7635</p> <p><b>Brian Dong</b> Grading &amp; Drainage Inspections; PW 408-354-7635 (Mon &amp; We Only) <a href="mailto:briand@csgengr.com">briand@csgengr.com</a></p>	<p><b>City of Monte Sereno does not have any industrial or commercial sites</b></p>

### SCVURPPP Construction, Illegal Discharge, and Industrial Inspection Contacts

Agency	Construction Inspection	Illegal Discharge	Industrial Inspection
<b>Mountain View</b>	<p><b>Eric Anderson</b> 650-903-6378 main 650-903-6225 direct <a href="mailto:eric.anderson@mountainview.gov">eric.anderson@mountainview.gov</a></p> <p><b>Carrie Sandahl</b> 650-903-6378 main 650-903-6224 direct <a href="mailto:carrie.sandahl@mountainview.gov">carrie.sandahl@mountainview.gov</a></p>	<p><b>Eric Anderson</b> 650-903-6378 main 650-903-6225 direct <a href="mailto:eric.anderson@mountainview.gov">eric.anderson@mountainview.gov</a></p> <p><b>Carrie Sandahl</b> 650-903-6378 main 650-903-6224 direct <a href="mailto:carrie.sandahl@mountainview.gov">carrie.sandahl@mountainview.gov</a></p> <p><b>Ryan Harrison</b> 650-903-6378 main 650-903-6815 direct <a href="mailto:ryan.harrison@mountainview.gov">ryan.harrison@mountainview.gov</a></p>	<p><b>Eric Anderson</b> 650-903-6378 main 650-903-6225 direct <a href="mailto:eric.anderson@ci.mtnview.ca.us">eric.anderson@ci.mtnview.ca.us</a></p> <p><b>Carrie Sandahl</b> 650-903-6378 main 650-903-6224 direct <a href="mailto:carrie.sandahl@mountainview.gov">carrie.sandahl@mountainview.gov</a></p> <p><b>Ryan Harrison</b> 650-903-6378 main 650-903-6815 direct <a href="mailto:ryan.harrison@mountainview.gov">ryan.harrison@mountainview.gov</a></p>
<b>Palo Alto</b>	<p><b>Chris Fujimoto</b> 650-329-2430 <a href="mailto:christopher.fujimoto@cityofpaloalto.org">christopher.fujimoto@cityofpaloalto.org</a></p> <p><b>Kirsten Struve</b> 650-329-2421 <a href="mailto:kirsten.struve@cityofpaloalto.org">kirsten.struve@cityofpaloalto.org</a></p>	<p><b>Chris Fujimoto</b> 650-329-2430 <a href="mailto:christopher.fujimoto@cityofpaloalto.org">christopher.fujimoto@cityofpaloalto.org</a></p> <p><b>Kirsten Struve</b> 650-329-2421 <a href="mailto:kirsten.struve@cityofpaloalto.org">kirsten.struve@cityofpaloalto.org</a></p>	<p><b>Chris Fujimoto</b> 650-329-2430 <a href="mailto:christopher.fujimoto@cityofpaloalto.org">christopher.fujimoto@cityofpaloalto.org</a></p> <p><b>Kirsten Struve</b> 650-329-2421 <a href="mailto:kirsten.struve@cityofpaloalto.org">kirsten.struve@cityofpaloalto.org</a></p>

### SCVURPPP Construction, Illegal Discharge, and Industrial Inspection Contacts

Agency	Construction Inspection	Illegal Discharge	Industrial Inspection
<b>San Jose</b>	<b>Steven Osborn</b> 408-945-3000 ESD 408-793-5352 <a href="mailto:steven.osborn@sanjoseca.gov">steven.osborn@sanjoseca.gov</a>  <b>Cathy Hoang-Mendoza</b> 408-793-5324 <a href="mailto:catherine.hoang-mendoza@sanjoseca.gov">catherine.hoang-mendoza@sanjoseca.gov</a>  <b>Jared Hart</b> 408-793-5352 <a href="mailto:jared.hart@sanjoseca.gov">jared.hart@sanjoseca.gov</a>	<b>Steven Osborn</b> 408-945-3000 ESD 408-793-5352 <a href="mailto:steven.osborn@sanjoseca.gov">steven.osborn@sanjoseca.gov</a>  <b>Cathy Hoang-Mendoza (or Mary)</b> 408-793-5324 <a href="mailto:catherine.hoang-mendoza@sanjoseca.gov">catherine.hoang-mendoza@sanjoseca.gov</a>  <b>No Dumping Hotline</b> 408-945-3000 <a href="http://ca-sanjose.civicplus.com/FormCenter/Environment-13/Storm-Drain-Discharge-Complaint-Form-71">http://ca-sanjose.civicplus.com/FormCenter/Environment-13/Storm-Drain-Discharge-Complaint-Form-71</a>	<b>Steven Osborn</b> 408-945-3000 ESD 408-793-5352 <a href="mailto:steven.osborn@sanjoseca.gov">steven.osborn@sanjoseca.gov</a>  <b>Chris Donaldson</b> 408-793-5374 <a href="mailto:Chris.Donaldson@sanjoseca.gov">Chris.Donaldson@sanjoseca.gov</a>  <b>Mary Morse (restaurants only-FOG)</b> 408-793-5300 (hotline) <a href="mailto:Mary.Morse@sanjoseca.gov">Mary.Morse@sanjoseca.gov</a>
<b>Santa Clara</b>	<b>Elliot Wier</b> 408-615-3092 <a href="mailto:ewier@santaclaraca.gov">ewier@santaclaraca.gov</a>  <b>Rafles Warnars</b> 408-615-3093 <a href="mailto:rwarnars@santaclaraca.gov">rwarnars@santaclaraca.gov</a>	<b>Elliot Wier</b> 408-615-3092 <a href="mailto:ewier@santaclaraca.gov">ewier@santaclaraca.gov</a>  <b>Rafles Warnars</b> 408-615-3093 <a href="mailto:rwarnars@santaclaraca.gov">rwarnars@santaclaraca.gov</a>	<b>Elliot Wier</b> 408-615-3092 <a href="mailto:ewier@santaclaraca.gov">ewier@santaclaraca.gov</a>  <b>Rafles Warnars</b> 408-615-3093 <a href="mailto:rwarnars@santaclaraca.gov">rwarnars@santaclaraca.gov</a>

## SCVURPPP Construction, Illegal Discharge, and Industrial Inspection Contacts

<b>Agency</b>	<b>Construction Inspection</b>	<b>Illegal Discharge</b>	<b>Industrial Inspection</b>
<p><b>Santa Clara County</b></p>     <p><b>Santa Clara County (cont.)</b></p>	<p><b>Michael Rhoades</b> Clean Water Program 408-282-3165 <a href="mailto:michael.rhoades@aem.sccgov.org">michael.rhoades@aem.sccgov.org</a></p>	<p><b>DEH/Solid/Medical Waste:</b> 408-918-3400</p> <p><b>Michael Rhoades</b> Clean Water Program 408-282-3165 <a href="mailto:michael.rhoades@aem.sccgov.org">michael.rhoades@aem.sccgov.org</a></p>	<p><b>DEH, Hazardous Materials Control Division:</b> 408-918-3400</p> <p><b>Jennifer Kaahaaina</b> HMCD Program Manager 408-918-4795 <a href="mailto:Jennifer.Kaahaaina@deh.sccgov.org">Jennifer.Kaahaaina@deh.sccgov.org</a></p> <p><b>Viet Dao</b> Food Facilities - North County 408-918-3490 <a href="mailto:Viet.Dao@deh.sccgov.org">Viet.Dao@deh.sccgov.org</a></p> <p><b>Michael Cervantes</b> Food Facilities – South West 408-918-3455 <a href="mailto:michael.cervantes@deh.sccgov.org">michael.cervantes@deh.sccgov.org</a></p> <p><b>Rochelle Gaddi</b> Food Facilities, Pools – Central District 408 918-3479 <a href="mailto:rochelle.gaddi@deh.sccgov.org">rochelle.gaddi@deh.sccgov.org</a></p>
<b>SCVWD</b>	<p><b>George Malekos</b> 408-265-2607, X2487 <a href="mailto:gmalekos@valleywater.org">gmalekos@valleywater.org</a></p> <p><b>Pollution Hotline</b> 1-888-510-5151</p>	<p><b>George Malekos</b> 408-265-2607, X2487 <a href="mailto:gmalekos@valleywater.org">gmalekos@valleywater.org</a></p> <p><b>Pollution Hotline</b> 1-888-510-5151</p>	<b>Not Applicable</b>



### SCVURPPP Construction, Illegal Discharge, and Industrial Inspection Contacts

Agency	Construction Inspection	Illegal Discharge	Industrial Inspection
<b>Saratoga</b>	<b>Skylar McLean</b> Grading / Land Development Inspections 408-868-1237 <a href="mailto:skyelarm@saratoga.ca.us">skyelarm@saratoga.ca.us</a>	<b>Anthony Ortega</b> West Valley Clean Water Program 408-354-5385 office 408-828-4658 cell <a href="mailto:aortega@wvcwp.org">aortega@wvcwp.org</a>  <b>Mainini L. Cabute</b> Public Works Analyst 408-868-1258 <a href="mailto:mcabute@saratoga.ca.us">mcabute@saratoga.ca.us</a>  <b>Rick Torres</b> Streets Maintenance Supervisor 408-868-1244 408-857-6545 cell <a href="mailto:rtorres@saratoga.ca.us">rtorres@saratoga.ca.us</a>	<b>Anthony Ortega</b> West Valley Clean Water Program 408-354-5385 office 408-828-4658 cell <a href="mailto:aortega@wvcwp.org">aortega@wvcwp.org</a>  <b>Richard Baker</b> SCC FD, Haz Mat 408-378-4010 <a href="mailto:richard.baker@cnt.sccgov.org">richard.baker@cnt.sccgov.org</a>  <b>Michael Cervantes</b> Food Facilities – West Valley 408-918-3455 (918-3400 hotline) <a href="mailto:michael.cervantes@deh.sccgov.org">michael.cervantes@deh.sccgov.org</a>
<b>Sunnyvale</b>	<b>Richard Gutierrez</b> 408-730-7459 <a href="mailto:rgutierrez@sunnyvale.ca.gov">rgutierrez@sunnyvale.ca.gov</a>  <b>Elaine Marshall</b> 408-730-7720 <a href="mailto:emarshall@sunnyvale.ca.gov">emarshall@sunnyvale.ca.gov</a>	<b>Mary Jeyaparakash</b> 408-730-7737 <a href="mailto:mjeyaparakash@sunnyvale.ca.gov">mjeyaparakash@sunnyvale.ca.gov</a>	<b>Mary Jeyaparakash</b> 408-730-7737 <a href="mailto:mjeyaparakash@sunnyvale.ca.gov">mjeyaparakash@sunnyvale.ca.gov</a>
<b>Caltrans</b>	<b>Dragomir Bogdanic</b> 510-622-0716 510-867-6007 <a href="mailto:dragomir_Bogdanic@dot.ca.gov">dragomir_Bogdanic@dot.ca.gov</a>	<b>Hardeep Takhar</b> 510-286-7182 <a href="mailto:hardeep_s_takhar@dot.ca.gov">hardeep_s_takhar@dot.ca.gov</a>	<b>Not Applicable</b>

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## **Summary of the discharges reaching storm drains and/or receiving waters**

### **Campbell**

The seven (7) discharges reported to reach the stormdrain and/or creek with the City of Campbell two (2) involved mobile businesses, two (2) involved vehicle washing, one (1) involved dewatering of a business lot, one (1) Misc. after hours dumping, and one (1) surface cleaning (power washing). The two (2) mobile businesses will be added to the "Mobile Business Data Base," and shared with other co-permittees. One (1) mobile business was a repeat offender and received a notice to comply. WVCWP is working with the City Code Enforcement Officer should another incident be reported. In all incidents, WVCWP staff worked with the business owner/ facility manager to modify their business practices to protect the storm conveyance system. Follow up visits were conducted to ensure compliance, and above referenced businesses have been added to FY1516 IND Business Inspection List.

### **Los Gatos**

The four (4) discharges reported to reach the stormdrain and/or creek within the Town of Los Gatos involved an "unknown substance in a drainage ditch," "Exempted Discharge," "Water Main Break," and a "Sanitary Sewer Overflow." Where a responsible party was identified during the investigation, educational materials were distributed, along with discussions regarding what an appropriate BMP for that incident would be. In the case of the Water Main break, extra time was required due to time needed for a third party to prepare and present a report of findings. In three (3) of the reported incidents the discharges were immediately stopped and the area cleaned, including any impacted stormdrains. In one (1) instance where an unknown substance in a drainage ditch was reported by a resident, WVCWP staff followed their ERP Protocols and employed the response phone tree to initiate response activities. Santa Clara County Fire Dept. (SCCFD) responded and began an assessment of the unknown material. Results of their on-site testing, indicated to them that the material was non-hazardous and possible naturally occurring. WVCWP staff, under the guidance of Town staff, contacted Fish & Wildlife for an assessment of the impacted area. Of the four (4) discharges reaching a stormdrain and/or creek, only one (1) was associated with a business complex.

### **Monte Sereno**

The two (2) discharges reported to reach the stormdrain and/or creek within the City of Monte Sereno involved a "Bubble Up Structure," and "Emergency Response to Fire." A citizen called concerned with water flowing from a catch basin. Upon further investigation, it was noted that the catch basin in question was a bubble up, designed to allow for sediment to settle out of the stormwater conveyance system. The other exempted discharge was associated with fire fighting activities associated with a house fire. Due to the structural integrity of the building being compromised, fire fighters had to attack the fire from the outside, causing more runoff than usual. Neither of these two (2) discharges were associated with an individual business and/or business complex.

### **Saratoga**

The one (1) discharge reported to reach the stormdrain and/or creek within the City of Saratoga was reported as an allowable discharge. WVCWP staff was contacted by a resident about unusual amount of sediment in the drainage creek adjacent to his house. Upon further investigation, WVCWP determined that the discharge was associated with construction work by a contractor of the local water purveyor. The contractor was reported to be a NOI Filer. It was reported by the contractor that the additional sediment in the discharge was associated with a change out BMPs, and that they did not exceed discharge limits. Follow up inspection and subsequent observations indicated that water in the drainage creek looked clear of suspended sediment. This discharge was not associated with a specific business and/or business complex regulated by the City of Saratoga.

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July 1, 2014 to June 30, 2015

CoPermittee/ Type of discharge	Allowable Discharge	Conditionally Exempt	Construction debris	Dewatering	Dumping - non hazardous/ illicit connection	Food Facility oil & grease discharge	Misc. Incidents	Pools & Spas	Sanitary Spill Leak	Saw Cutting Slurry Discharge	Surface Cleaning	Vehicle Washing	Water-line Break	Accidental Spills	Total Incidents:	
Campbell	1	1		2	1	1		1		3	3		1		14	
Los Gatos	1	1		1				1	1	1		1	1		8	
Monte Serenio	2														2	
Saratoga		1	1		1		1								4	
	2	2	3	1	3	2	1	1	2	1	4	3	1	2	0	28

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# **Section 6: Provision C6 Construction Site Controls**

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Section 6 – Provision C.6 Construction Site Controls

C.6.e.iii.1.a, b, c ► Site/Inspection Totals		
Number of High Priority Sites (sites disturbing < 1 acre of soil requiring storm water runoff quality inspection) (C.6.e.iii.1.a)	Number of sites disturbing ≥ 1 acre of soil (C.6.e.iii.1.b)	Total number of storm water runoff quality inspections conducted (include only High Priority Site and sites disturbing 1 acre or more) (C.6.e.iii.1.c)
0	0	0
Comments: The City of Monte Sereno did not have any “High Priority Sites” and/or NOI Filers. The community of Monte Sereno consists of single family dwellings.		

C.6.e.iii.1.d ► Construction Activities Storm Water Violations		
BMP Category	Number of Violations <sup>1</sup> excluding Verbal Warnings	% of Total Violations <sup>2</sup>
Erosion Control	0	0
Run-on and Run-off Control	0	0
Sediment Control	0	0
Active Treatment Systems	0	0
Good Site Management	0	0
Non Stormwater Management	0	0
<b>Total<sup>3</sup></b>	<b>0</b>	<b>0</b>

<sup>1</sup> Count one violation in a category for each site and inspection regardless of how many violations/problems occurred in the BMP category. For example, if during one inspection at a site, there are 2 erosion control violations, only 1 violation would be counted for this table.

<sup>2</sup> Percentage calculated as number of violations in each category divided by total number of violations in all six categories.

<sup>3</sup> The total number of violations may count more than one violation per inspection, since some inspections may result in violations in more than one category. For example, during one inspection of a site, there may have been both an erosion control violation and a sediment control violation. For this reason, the total number of violations in this table may not match the total number of enforcement actions reported in Table C6.e.iii.1.e.

**C.6.e.iii.1.e ► Construction Related Storm Water Enforcement Actions**

	Enforcement Action (as listed in ERP) <sup>4</sup>	Number Enforcement Actions Issued	% Enforcement Actions Issued <sup>5</sup>
Level 1 <sup>6</sup>	Verbal Warning	10	91%
Level 2	Written Warning (Notice to Correction)	1	9%
Level 3	Stop Work Order	0	0
Level 4	Administration / Legal Action	0	0
<b>Total</b>		<b>11</b>	<b>100%</b>

**C.6.e.iii.1.f, g ► Illicit Discharges**

	Number
Number of illicit discharges, actual and those inferred through evidence at high priority sites and sites that disturb 1 acre or more of land (C.6.e.iii.1.f)	<b>0</b>
Number of sites with discharges, actual and those inferred through evidence at high priority sites and sites that disturb 1 acre or more of land (C.6.e.iii.1.g)	<b>0</b>

<sup>4</sup> Agencies should list the specific enforcement actions as defined in their ERPs.

<sup>5</sup> Percentage calculated as number of each type of enforcement action divided by the total number of enforcement actions.

<sup>6</sup> For example, Enforcement Level 1 may be Verbal Warning.

C.6.e.iii.1.h, i ► Violation Correction Times		
	Number	Percent
Violations (excluding verbal warnings) fully corrected within 10 business days after violations are discovered or otherwise considered corrected in a timely period (C.6.e.iii.1.h)	1	100% <sup>7</sup>
Violations (excluding verbal warnings) not fully corrected within 30 days after violations are discovered (C.6.e.iii.1.i)	0	0% <sup>8</sup>
Total number of violations (excluding verbal warnings) for the reporting year <sup>9</sup>	1	100%
Comments:		

C.6.e.iii.(2) ► Evaluation of Inspection Data
Describe your evaluation of the tracking data and data summaries and provide information on the evaluation results (e.g., data trends, typical BMP performance issues, comparisons to previous years, etc.).
<p>Description:</p> <p>The City of Monte Sereno reminds all active constructions sites of the winterization before October 1<sup>st</sup>. The City inspects all such sites before and during wet season and seeks corrective actions verbally and then in writing as stated our ERP. These measures have proven effective.</p>

C.6.e.iii.(2) ► Evaluation of Inspection Program Effectiveness
Describe what appear to be your program's strengths and weaknesses, and identify needed improvements, including education and outreach.
<p>Description:</p> <p>Data has been captured electronically in a SCVURPPP spreadsheet since FY09-10. The City of Monte Sereno has a new building official and public works inspector. WVCWP conducted an initial one-on-one training on reporting forms and proper documentation. WVCWP will solicit feedback after this reporting year, on the use of the current forms and implement any suggested modifications.</p>

<sup>7</sup> Calculated as number of violations fully corrected in a timely period after the violations are discovered divided by the total number of violations for the reporting year.

<sup>8</sup> Calculated as number of violations not fully corrected within 30 days after the violations are discovered divided by the total number of violations for the reporting year.

<sup>9</sup> The total number of violations reported in the table of Violation Correction Times equals the number of initial enforcement actions. I.e., This assumes one violation is issued for several problems during an inspection at a site. The total number of violations in the table of Violation Correction Times may not equal the total number of enforcement actions because one violation issued at a site may have a second enforcement action for the same violation at the next inspection if it is not corrected.

C.6.f ► Staff Training Summary				
Training Name	Training Dates	Topics Covered	No. of Inspectors in Attendance	Percent of Inspectors in Attendance
SCVURPPP Annual Construction Inspector Workshop, Including C3h inspections	05/06/2015	LID Trends/ POCs/ Green Infrastructure, How to design BIO Treatment Facilities, How to inspect Treatment facilities, Coordination between Engineering & Building Depts.	1	100%
WVCWP Construction Inspectors Workshop	10/20/2014	ERP Review, HP Site Review, Proper Documentation	1	100%

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# **Section 7: Provision C7 Public Information and Outreach**

**West Valley Clean Water Program**



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Section 7 – Provision C.7. Public Information and Outreach

**C.7.b.ii.1 ► Advertising Campaign**

Summarize advertising efforts. Include details such as messages, creative developed, and outreach media used. The detailed advertising report may be included as an attachment. If advertising is being done by participation in a countywide or regional program, refer to the separate countywide or regional Annual Report.

**Summary:**

WV Communities' active participation in SCVURPPP's Watershed Education Outreach AHTG is through West Valley Clean Water Program (WVCWP), whose staff provides review and input on countywide efforts and provided deliverables and strategies. In addition, local advertising is carried out through WVCWP.

**SCVURPPP and BASMAA**

The following separate reports developed by SCVURPPP and BASMAA summarize countywide and regional advertising efforts conducted during FY 14-15:

- FY 14-15 Watershed Watch Campaign Annual Campaign Report
- FY 14-15 Watershed Watch Partner Report
- FY 14-15 Watershed Watch Web Statistics Report

These reports are included within the C.7 Public Information and Outreach section of the SCVURPPP FY 14-15 Annual Report.

**WVCWP**

Local advertising is directed towards specific POCs and the demographic characteristics of the West Valley Communities of Campbell, Los Gatos, Monte Sereno, and Saratoga. WVCWP's main strategy in recent years is to move away from "paid" advertisements, and focus on placing selected articles in local municipal newsletters (mailed and/or online), local weekly newspapers, online and social media avenues, and developing target-specific "promotional" items for distribution at events. The promotional items are selected to promote a new modified behavior (action) and paired with relevant literature, thereby providing incentives to take the printed information and "motivate the recipient to action."

WVCWP purchased 3 new promo items for this year, and also re-ordered outreach items which have previously proven to be successful.

For use at outreach events, WVCWP purchased a canopy in blue, imprinted with white text reminding visitors: "Clean Creeks... It's In Our Hands" on two sides, and the WVCWP name and logo on the remaining sides. The focus of this piece is to draw event visitors to the WVCWP stormwater booth, and also to impress upon visitors the concept of "Clean Creeks... It's In Our Hands" as they view the canopy text while walking through an event.

WVCWP purchased a new item, "water quality testing" science kits aimed at stormwater/water pollution, for use in presenting demonstrations to school children and accompanying parents. In using this item, WVCWP staff conduct a water pollution-oriented science 'experiment' in front of an audience, at events such as school science fairs. Students are then encouraged to pursue water pollution-oriented projects on their own in the future. This activity has been well-received. WVCWP has a history of working with students on science fair projects, some of which have been award-winning, and have generated educational exposure for the topic of stormwater pollution.

One popular give-away item was redesigned and reordered this year. The new "Pet Waste Bag Dispenser" is a soft-sided version, which may

prove to be more comfortable and well-accepted by pet owners, thereby encouraging greater use of the pet waste bags. The bag dispenser/holder includes biodegradable bags.

WVCWP continues to distribute promotional items in our stock; examples of popular promotional items include:

A reusable/ washable "Produce Bag." This item is intended to target the consumer that frequents local Farmer's Markets. In addition, many of the WV Municipalities have initiated plastic bag bans. The reusable Produce Bag is another way for residents to participate in reducing use of plastic bags. This item carries the WVCWP logo with the message: "Clean Creeks...It's In Our Hands"; the bag also displays the WVCWP web site address.

A reusable / washable "Lunch/ Snack Bag" In the effort to find useful and long-lasting promotional items, WVCWP has found success with a reusable/ washable lunch/ snack bag. This item targets consumers that prepare lunches for school age children and/or for themselves, with the intent to offer a re-usable replacement for single use items like Ziploc bags. This was a big hit at Sustainability and Earth Day events.

"Seeds for 'Beneficial Bug' Plants" is another unique WVCWP promotional item that is distributed with a Beneficial Bugs Brochure and envelopes of native plant seeds, are labeled with information created by WVCWP staff about planting tips, drought-tolerant qualities, and the advantage of attracting "beneficial bugs" with native plantings.

WVCWP also works with various municipal facilities to post flyers for local and municipally sponsored events. Flyers are posted at recreation centers, police departments, libraries, etc.

The WVCWP display window overlooks the Monte Sereno Post Office customers waiting area. WVCWP has been able to utilize this display area to post a large-format "stormwater pollution prevention" presentation, whose topic changes throughout the reporting year. In FY 14-15 topics covered ranged from Trash/Litter, Water Conservation to National and Regional Cleanup events. Each theme is selected to convey POCs as they relate to events, newsletters and press releases. Each display includes behavior change suggestions. When appropriate, handouts associated with the events and/or additional resources are also made available at this site.

For details on press releases, articles printed, social media, flyers posted and WVCWP window postings:

**SEE APPENDIX C7: C7bc Local Advertising and Media Relations**

For details on materials distributed, see Table C.7.e, Table C.7.g and Table C.7.h (below) in this report



**C.7.b.iii.1 ► Pre-Campaign Survey**

*(For the Annual Report following the pre-campaign survey)* Summarize survey information such as sample size, type of survey (telephone survey, interviews etc.). Attach a survey report that includes the following information. If survey was done regionally, refer to a regional submittal that contains the following information:

Place an **X** in the appropriate box below:

<input type="checkbox"/>	Survey report attached
<input checked="" type="checkbox"/>	Reference to regional submittal: Information on the pre-campaign survey for the BASMAA Regional Youth Litter Campaign was provided in the FY 11-12 Annual Report

**C.7.b.iii.2 ► Post-Campaign Survey**

*(For the Annual Report following the post-campaign survey)* Discuss the campaigns and the measureable changes in awareness and behavior achieved. Provide an update of outreach strategies based on the survey results. If survey was done regionally, refer to a regional submittal that contains the following information:

Information on the post-campaign survey for the BASMAA Regional Youth Litter Campaign is provided in the BASMAA FY 13-14 Annual Report. Information on the SCVURPPPP 2014 Public Opinion Survey is included in the Program's FY 13-14 Annual Report.

Place an **X** in the appropriate box below:

<input type="checkbox"/>	Survey report attached
<input checked="" type="checkbox"/>	Reference to regional submittal: Information of the post-campaign survey for the BASMAA Regional Youth Litter Campaign is provided in the BASMAA FY 13-14 Annual Report

**C.7.c ► Media Relations**

Summarize the media relations effort. Include the following details for each media pitch in the space below, AND/OR refer to a regional report that includes these details:

- Topic and content of pitch
- Medium (TV, radio, print, online)
- Date of publication/broadcast

Summary:

**SCVURPPPP and BASMAA**

The following separate report developed by BASMAA summarizes media relations efforts conducted during FY 14-15:

- BASMAA Media Relations Final Report FY 14-15

This report and any other media relations efforts conducted by the SCVURPPPP Program are included within the C.7 Public Information and Outreach section of the SCVURPPPP Program's FY 14-15 Annual Report.

**WVCWP**

Active participation in SCVURPPP's AHTG is through WVCWP, which provides a review of deliverables and strategies – for example, WVCWP staff participated in AHTG review, and provided detailed feedback, for Countywide media campaigns in addition to ongoing involvement in the BASMAA Litter Outreach Campaign.

WVCWP also coordinates local media coverage to highlight stormwater-related topics and local events of interest to the demographic characteristics within the West Valley Communities.

Media coverage in the WV area consists of 3 local weekly papers (Campbell Reporter, Los Gatos Weekly, and Saratoga News), four Municipal Newsletters (printed/mailed, e-delivery and online availability), municipal website postings, municipal e-mailing/ social media (Campbell, Los Gatos and Saratoga) and flyer postings in municipal facilities. Press releases to local papers typically involve a local event or occurrences which provides an opportunity to highlight a POC and corresponding pollution prevention measures which residents can implement.

For Dates and Details, **SEE APPENDIX C7: C7bc Local Advertising and Media Relations**

**C.7.d ► Stormwater Point of Contact**

Summary of any changes made during FY 14-15:

In support of the WV Communities, the WVCWP updated its website, including a direct reporting element for Illicit Discharges and/or Dumpings. All relevant contact information for stormwater points of contact are reviewed and updated as needed.

**SCVURPPP and BASMAA**

Refer to SCVURPPP Program's C.7 Public Information and Outreach section of Program's FY 14-15 Annual Report for efforts conducted by the Program to publicize stormwater points of contact (e.g. program website, hotline, outreach materials, etc.).

**WVCWP**

In FY 14-15, WVCWP invested in a comprehensive update of its website, including conversion to mobile accessibility. The WVCWP website, including options for reporting stormwater pollution incidents, is now also available for mobile devices. The website is now also accessible via 2 different URLs: "www.WVCWP.org" and "www.CLEANCREEKS.org".

The completely revised site includes online forms for reporting illegal discharges, for requesting school presentations, and for obtaining information on upcoming events, such as creek clean-up sites.

**C.7.e ► Public Outreach Events**

Describe general approach to event selection. Provide a list of outreach materials and giveaways distributed.

Use the following table for reporting and evaluating public outreach events.

Summary:

WVCWP, on behalf of the West Valley Communities, participates in SCVURPPP's WEO AHTG and its various sub-groups, and typically provides staffing for events. For a summary of countywide Public Outreach events, see SCVURPPP Program FY 14-15 Annual Reports Section C.7 "Table 7-1: Public Outreach Events – Outreach Events Reporting (C.7.e)."

Local event selection (type of event and level of support/ hosting) is based upon pollutant of concern, applicability, and ability to influence local residents.

The level of effort for event support is largely based upon an estimated return on effort:

The first level of effort is utilization/ leveraging of an existing event (i.e. municipal Public Works Open House event), dictates that stormwater messages be general topics with highlights of common POCs – like litter and pesticides. Typically such an event lends itself simply to dissemination of literature and utilizes distribution of promotional items to entice visitors to engage with activity or behavior change.

Leveraging a broader-based countywide or nationally recognized event (like International Coastal Cleanup Day) provides a better opportunity to focus on POCs and gain a higher return of audience interaction; plus there is the added benefit to "scale" – higher visibility/ publicity without exponential increase of cost or resources.

The second level of effort is a partnership of co-hosting of an event, where efforts are shared. Examples are our partnership with schools for campus/ creek cleanups and co-hosting Mercury Thermometer Exchange events with municipal Police Department's "Drug Take-back Day."

The third level of effort is solely hosting an event for the single purpose of stormwater information dissemination and/or public participation (i.e. trash hot spot cleanup, staff training).

Event Details	Description (messages, audience)	Evaluation of Effectiveness
Provide event name, date, and location. Indicate if event is local, countywide or regional.	Identify type of event (e.g., school fair, farmers market etc.), type of audience (school children, gardeners, homeowners etc.) and outreach messages (e.g., Enviroscape presentation, pesticides, stormwater awareness)	Provide general staff feedback on the event (e.g., success at reaching a broad spectrum of the community, well attended, good opportunity to talk to gardeners etc.). Provide other details such as: <ul style="list-style-type: none"> <li>Estimated overall attendance at the event.</li> <li>Number of people that visited the booth, comparison with previous years</li> </ul>

		<ul style="list-style-type: none"> <li>Number of brochures and giveaways distributed</li> <li>Results of any spot surveys conducted</li> </ul>
<ol style="list-style-type: none"> <li><b>Event: DEA Drug Take Back Event</b></li> <li>Date: 9/27/2014</li> <li>Location: 41 Miles Road, Los Gatos PW</li> <li>Local Event</li> </ol>	<ol style="list-style-type: none"> <li>Type of Event: Rx Take Back, thermometer exchange, battery, eye glasses and cell phone recycling.</li> <li>Audience: Local Residents</li> <li>Message: General Stormwater Pollution, IPM, POC (Mercury, Trash)</li> </ol>	<ol style="list-style-type: none"> <li>Estimated Attendance: 175+</li> <li>Feedback/Results: The Event was held in the Town of Los Gatos parking lot. Residents were able to drive up and hand-off their unused and/or expired prescription medicine to associated staff for disposal. WVCWP teamed up with CASA and Los Gatos Monte Sereno PD to coordinate the event. WVCWP collected 37-mercury thermometers, 1-thermostat, 18-cell phones, 75-eye glasses and 70lbs of batteries.</li> <li>Materials Distributed: <ul style="list-style-type: none"> <li>2x Most Wanted Bugs w/ seeds</li> <li>1x You are the Solution</li> <li>1x HHW information</li> <li>2x What you don't know about Mercury</li> <li>1x Fly Swatter</li> <li>6x Watershed Watch Discount Cards</li> <li>19x Digital (Solar) Thermometers</li> </ul> </li> </ol>
<ol style="list-style-type: none"> <li><b>Event: Saratoga Health Fair</b></li> <li>Date: 10/18/14</li> <li>Location: West Valley College</li> <li>Local Event</li> </ol>	<ol style="list-style-type: none"> <li>Type of Event: Health Fair</li> <li>Audience: Local Residents 55+</li> <li>Message: General Stormwater Pollution, IPM, POC (Mercury, Trash), thermometer exchange, recycling for batteries, cell phones and eye glasses.</li> </ol>	<ol style="list-style-type: none"> <li>Estimated Attendance: 100</li> <li>Feedback/Results: WVCWP along with 3 other science related programs participated in the Science Fair Event. Our programs message tied into the overall message of the other participants and Science Fair. The event was a great opportunity to engage parents and students about stormwater issues and watershed protection.</li> <li>Materials Distributed: <ul style="list-style-type: none"> <li>13x Most Wanted Bugs</li> <li>2x "Know about Mercury"</li> </ul> </li> </ol>

		3x Household Hazardous Waste 2x Pest or Pal Activity Book
<ol style="list-style-type: none"> <li>1. <b>Event: Science Fair</b></li> <li>2. <b>Date: 01/13/2015</b></li> <li>3. <b>Location: Sacred Heart School, Saratoga</b></li> <li>4. <b>Local Event</b></li> </ol>	<ol style="list-style-type: none"> <li>5. <b>Type of Event: Enviroscope Presentation</b></li> <li>6. <b>Audience: 4<sup>th</sup> – 6<sup>th</sup> grade students</b></li> <li>7. <b>Message: General Stormwater Pollution, POCs(Mercury, Trash, Pesticides, Copper)</b></li> </ol>	<ol style="list-style-type: none"> <li>8. <b>Estimated Attendance: 100+</b></li> <li>9. <b>Feedback / Results: WVCWP staff debuted a water test module, themed as a "Science Project," it was well received. There were several other table top presentations for a total of 6-stations. Water Test demonstration was well received. Noted several student Science Projects incorporated water this year.</b></li> <li>10. <b>Materials Distributed:</b> 12x You are the Solution 13x Seafood Watch 5x Pools &amp; Spas 6x HHW Info 2x Sport Pack 4x Reusable Produce Bags 1x Reusable snack bag</li> </ol>
<ol style="list-style-type: none"> <li>1. <b>Event: School Presentation</b></li> <li>2. <b>Date: 02/10/15</b></li> <li>3. <b>Location: Village School, Campbell</b></li> <li>4. <b>Local Event</b></li> </ol>	<ol style="list-style-type: none"> <li>5. <b>Type of Event: Enviroscope Presentation</b></li> <li>6. <b>Audience: 2<sup>nd</sup> Grade</b></li> <li>7. <b>Message: General Stormwater Awareness, POCs (Mercury, Trash, Copper, Pesticides)</b></li> </ol>	<ol style="list-style-type: none"> <li>8. <b>Estimated Attendance (2) classes, 48 total students.</b></li> <li>9. <b>Feedback/ Results: Staff received good feedback from Parents/ Teachers and students. This event required moving between two classrooms, the transition went well. Staff had forwarded a book for review with the Students, "All the way to the Ocean," students were actively engaging in the stormwater discussion.</b></li> <li>10. <b>Materials Distributed:</b> 48x Kids Activity Guide</li> </ol>
<ol style="list-style-type: none"> <li>1. <b>Event: Blossom Festival</b></li> <li>2. <b>Date: 3/21/15</b></li> <li>3. <b>Location: Heritage Orchard, Saratoga</b></li> <li>4. <b>Local Event</b></li> </ol>	<ol style="list-style-type: none"> <li>5. <b>Type of Event: Information Distribution</b></li> <li>6. <b>Audience: Community Residents</b></li> <li>7. <b>Message: General Stormwater</b></li> </ol>	<ol style="list-style-type: none"> <li>8. <b>Estimated Attendance: 300+</b></li> <li>9. <b>Feedback/ Results: Debuted a new Pop-up Tent with our name and logo. This is a historical city event. Many</b></li> </ol>

	Awareness, POCs(Mercury, Trash, Copper and Pesticides)	<p>people were asking about water conservation, and grey water use. This made conversations about Stormwater Pollution easier to have.</p> <p>10. Materials Distributed:</p> <ul style="list-style-type: none"> <li>12x You are the Solution</li> <li>10x Most Wanted Bugs</li> <li>17x HHW Info</li> <li>24x Grow It guides</li> <li>20x Reusable Lunch/ Snack Bags</li> <li>30x Reusable Produce Bags</li> <li>53x WW Sport Pack</li> <li>23x Fly Swatter</li> <li>24x Pet Waste Bag Dispenser</li> <li>10x Contact us Cards</li> <li>5x Pest or Pal Activity Guides</li> </ul>
<p>1. <b>Event: Sustainability Event</b></p> <p>2. Date: 4/19/15</p> <p>3. Location: Town of Los Gatos</p> <p>4. Local Event</p>	<p>5. Type of Event: Information Distribution</p> <p>6. Audience: Community Residents</p> <p>7. Message: General Stormwater awareness, POCs (Mercury, Trash, Copper, and Pesticides)</p>	<p>8. Estimated Attendance: 200+</p> <p>9. Feedback/ Results: There were local and regional partners with corresponding information booths. This event was partnered with a regular "Farmers Market," so event was well attended, and provided a great opportunity for residents to make use of our reusable produce and snack bags.</p> <p>10. Materials Distributed:</p> <ul style="list-style-type: none"> <li>47x WW Sport Pack</li> <li>31x Reusable Produce Bags</li> <li>8x Reusable Lunch/ Snack Bags</li> <li>6x Grow it</li> <li>9x Streamside Planting</li> <li>6x Soil Matters</li> <li>37x Kids Guide to Backyard Bugs</li> <li>16x Most wanted Bugs w/ seeds</li> <li>7x Contact Us Cards</li> <li>21x Pest or Pal Activity Guide</li> </ul>

		10x WW Discount Cards
<ol style="list-style-type: none"> <li>1. <b>Event: Classroom Presentation</b></li> <li>2. Date: 4/20/15</li> <li>3. Location: Delphi Academy</li> <li>4. Local Event</li> </ol>	<ol style="list-style-type: none"> <li>5. Type of Event: Enviroscape Presentation</li> <li>6. Audience: Kindergarten</li> <li>7. Message: General Stormwater Awareness, POCs (Mercury, Copper, Trash and Pesticides)</li> </ol>	<ol style="list-style-type: none"> <li>8. Estimated Attendance: 17 Kinder Students</li> <li>9. Feedback/ Results: WVCWP provided the book "All the Way to the Ocean" as an introduction to the students and teacher. This proved beneficial, as the students had many questions, and very basic understanding of "Stormwater Pollution."</li> <li>10. Materials Distributed: 17x Pest of Pal Activity Guide</li> </ol>
<ol style="list-style-type: none"> <li>1. <b>Event: Arbor Day</b></li> <li>2. Date: 4/21/15</li> <li>3. Location: John D. Morgan Park, Campbell</li> <li>4. Local Event</li> </ol>	<ol style="list-style-type: none"> <li>5. Type of Event: Information Distribution</li> <li>6. Audience: Students, Community Residents, Public Officials, Muni Staff</li> <li>7. Message: General Stormwater Awareness, POCs (Mercury, Trash, Copper and Pesticides)</li> </ol>	<ol style="list-style-type: none"> <li>8. Estimated Attendance: 40+</li> <li>9. Feedback/ Results: This was a Municipality Sponsored event, including a tree planting. In addition, the City of Campbell invited Middle School Students to do a presentation about Earth Day, they did a rap theme. Council members, Public Works Officials and staff were also present. WVCWP staff established a contact with a Teacher from the invited school for future classroom presentations.</li> <li>10. Materials Distributed: 17x WW Sport Packs 17x WW Discount Cards 15x 10 Most Wanted Bugs w/ seed packets 25x Kids Guide to Backyard Bugs 2x WVCWP Contact Us Cards</li> </ol>
<ol style="list-style-type: none"> <li>1. <b>Event: Arbor Day</b></li> <li>2. Date: 4/21/15</li> <li>3. Location: Downtown Saratoga</li> <li>4. Local Event</li> </ol>	<ol style="list-style-type: none"> <li>5. Type of Event: Information Distribution</li> <li>6. Audience: General Residents, Muni Staff, Public Officials, PW Officials</li> <li>7. Message: General Stormwater Awareness, POCs (Mercury, Trash, Copper and Pesticides)</li> </ol>	<ol style="list-style-type: none"> <li>8. Estimated Attendance: 50+</li> <li>9. Feedback/ Results: Event started slow but gained momentum. The City of Saratoga also recognized local residents that registered their "Trees" with the City. Other invitees included "Urban Forrest Group, Local Library and</li> </ol>

		<p>other non-profits. A tree planting also took place at this event.</p> <p>10. Materials Distributed:</p> <p>2x WVCWP Contact us Cards</p> <p>17x WW Sport Packs</p> <p>11x Reusable Produce Bags</p> <p>4x 10 Most wanted Bugs w/ seeds</p> <p>1x Pools &amp; Spas</p> <p>5x Kids Guide to backyard bugs</p> <p>12x WW Discount Cards</p> <p>3x HHW Info</p> <p>6x Pest of Pal Activity Guides</p> <p>3x Reusable Lunch/ Snack Bags</p>
<p>1. <b>Event: Earth Day Faire</b></p> <p>2. Date: 4/22/15</p> <p>3. Location: Mooreland Middle School</p> <p>4. Local Event</p>	<p>5. Event Type: Enviroscape Presentation</p> <p>6. Audience: Middle School Students</p> <p>7. Message: General Stormwater Awareness, POCs (Mercury, Trash, Copper and Pesticides)</p>	<p>8. Estimated Attendance: 40+</p> <p>9. Feedback/ Results: Prior to the event, WVCWP engaged the campus "Green Keepers Program," which consisted of 25+ students. These students organized and participated in the Earth Day Faire. WVCWP was (1) of (5)-stations set-up that day. The students that visited the Enviroscape model were part of the general population at the school. Good feedback from students and a great opportunity to support their Campus Program.</p> <p>10. Materials Distributed:</p> <p>10x WW Sport Packs</p>
<p>1. <b>Event: Classroom Presentation</b></p> <p>2. Date: 05/01/15</p> <p>3. Location: Sacred Heart School, Saratoga</p> <p>4. Local Event</p>	<p>5. Event Type: Enviroscape Presentation</p> <p>6. Audience: 5<sup>th</sup> Grade Students</p> <p>7. Message: General Stormwater Awareness, POCs (Mercury, Trash, Copper and Pesticides)</p>	<p>8. Estimated Attendance: 25</p> <p>9. Feedback/ Results: The class was divided into (2) groups, with on group attending the Enviroscape Presentation and the other participating in discussion and worksheet exercise. The groups exchanged stations so that both groups participated in both activities. This worked well, as this school and age group have a strong Science</p>



		background, and the students had many questions. 10. Materials Distributed: 25x WW Sport Pack
<b>1. Event: Public Works Open House</b> <b>2. Date:</b> 05/20/15 <b>3. Location:</b> Town of Los Gatos Public Works Corp Yard <b>4. Local Event</b>	<b>5. Event Type:</b> Enviroscope Presentation <b>6. Audience:</b> School Age Children <b>7. Message:</b> General Stormwater Awareness, Watershed Management, POCs (Mercury, Trash, Copper and Pesticides)	<b>8. Estimated Attendance:</b> 18-Second Grade Students, 35-Fourth Grade Students <b>9. Feedback/ Results:</b> The aforementioned classes were from two different schools. Timing was good, students, parents and teachers were very interested in the subject matter. WVCWP's involvement with the event, helped to solidify the student's and resident's understanding of how WVCWP and the Town Municipal Operations work together. In addition, WVCWP received a lot of interest for in-class presentations. <b>10. Materials Distributed:</b> 56x Pest of Pal Activity Guide 10x WW Discount Cards 2x WVCWP Contact Us Cards
<b>1. Event: Classroom Presentation</b> <b>2. Date:</b> 06/01/15 <b>3. Location:</b> Lakeside Elementary School <b>4. Local Event</b>	<b>5. Event Type:</b> Enviroscope Presentation <b>6. Audience:</b> 3 <sup>rd</sup> Grade Students <b>7. Message:</b> General Stormwater Awareness, POCs (Mercury, Trash, Copper and Pesticides)	<b>8. Estimated Attendance:</b> 18 <b>9. Feedback/ Results:</b> This presentation was a result of WVCWP's participation in the PW Open House event. WVCWP staff provided the book "All the Way to the Ocean," as an information source prior to the presentation. The students were very engaged, they had participated in several earth day events, so there were many questions about the subject matter. WVCWP only had one staff member available, this made parts of the presentation difficult. The Teacher was very pleased, and has already requested to be placed earlier in the schedule for next year.

		<p>10. Material Distribution: 18x Kids Guide to Backyard Bugs 18x WVCWP Sport Pack</p>
<p>1. <b>Event: Car Wash</b> 2. Date: 6/17/15 3. Location: Delta Queen Carwash, Campbell 4. County/ Local Event</p>	<p>5. Type of Event: Information Distribution 6. Audience: Driving Public 7. Message: General Stormwater Awareness, POCs (Mercury, Trash, Copper and Pesticides)</p>	<p>8. Estimated Attendance: 80+ 9. Feedback/ Results: This event was coordinated by SCVURPPP on behalf of the WV Communities. This was one location of 3-highly publicized car wash events. The location supports the Watershed Watch Program, and has constructed a closed loop system. SCVURPPP made arrangements with the location to provide a 50% discount to those participating in the event. There were both radio and TV ads running prior the event date. Many of the participates appreciated the discount, and expressed a desire to continue to make use of this facility. The Watershed Watch Discount Card also provides a discount at this location for future visits. 10. Materials Distributed: 80x WW Discount Cards</p>

#### C.7.f. ► Watershed Stewardship Collaborative Efforts

Summarize watershed stewardship collaborative efforts and/or refer to a regional report that provides details. Describe the level of effort and support given (e.g., funding only, active participation etc.). State efforts undertaken and the results of these efforts. If this activity is done regionally refer to a regional report.

Evaluate effectiveness by describing the following:

- Efforts undertaken
- Major accomplishments

Summary:

#### SCVURPPP

During FY 14-15, the SCVURPPP Program actively supported the Santa Clara Basin Watershed Initiative, including the Land Use Subgroup and the Santa Clara Valley Zero Litter Initiative. Information on these efforts is included within the C.7 Public Information and Outreach section of the SCVURPPP Program's FY14-15 Annual Report.

WVCWP

WVCWP staff, on behalf of the West Valley Communities, actively participates in the Watershed Management Initiative's Zero Litter Initiative (ZLI) Steering Committee, ZLI Training Action Group and the joint ZLI Public Education TAC/ WEO Action Groups. During FY 14/15, Santa Clara Valley Zero Litter Initiative (ZLI) participants continued implementing a right size/right service (RS2) campaign to address litter from overflowing trash and recycling containers in situations where such containers are shared by businesses or tenants in multi-family housing. ZLI participants shared learning's and materials from their RS2 campaigns and developed a dumpster image for use in collateral that shows best management practices as well as other outreach pieces to support the campaign. ZLI participants presented at the CRRA conference for solid waste professionals, the first time that this solid waste conference had several stormwater presentations related to litter. ZLI is currently working on putting together webinars to share best practices and ideas with professionals working on litter issues related to a variety of topics. In addition, WVCWP staff participated in a roundtable for Contra Costa County with a presentation of Santa Clara County Co-permittee's efforts regarding right size right service, pilot studies and ordinance development. The Presentation was well received and served to establish a dialogue between respective permittees associated efforts.

As a result of the termination of the MOU between Santa Clara County Department of Environmental (SCCDEH) and the West Valley Communities for conducting stormwater inspections during routine site visits at food facilities, the WV Communities are in the process of modifying their current IND / IDDE Inspection and Response program. This new facility audit approach will incorporate aspects of the RS2 campaign as it relates to potential litter issues at large multi tenant commercial facilities inspected FY1 5-16.

WVCWP staff collaborated with Caltrans staff to coordinate outreach efforts for litter enforcement days, around planned region-wide events. Caltrans has expanded their program to enable collaboration at sites where multiple jurisdictions converge. They have also modified their Adopt-a-highway program to accommodate community groups that participate in 1-day cleanups. In addition, WVCWP is actively working with Caltrans to increase their involvement with ZLI and the SCVURPPP Trash AHTG.

WVCWP continues to partner with Creek Connections Action Group (CCAG) as an active member of their coordination team, tasked with organizing a donation program to sponsor volunteer efforts at the many sites in Santa Clara County. In addition, WVCWP both coordinates and participates in creek-cleanup events within Santa Clara County for Coastal Cleanup Day held in September 2014 and National River Cleanup Day held in May 2015.

**C.7.g. ► Citizen Involvement Events**

List the types of events conducted (e.g., creek clean up, storm drain inlet marking, native gardening etc.). Use the following table for reporting and evaluating citizen involvement events.

The following separate reports developed by SCVURPPP and other organizations also include information about citizen involvement events conducted during FY 14-15:

- Watershed Watchers: Keeping Our Waterways Clean: FY 14-15 Fourth Quarter Report (includes end-of-year Summary from Alviso Education Center)
- Going Native Garden Tour 2015 – Summary Report

These reports are included within the C.7 Public Information and Outreach section of the SCVURPPP Program's FY 14-15 Annual Report.

The following table lists Citizen Involvement events focused on, and hosted by, the West Valley Communities. For the Table showing SCVURPPP – sponsored events, see the SCVURPPP Program FY 14-15 Annual Report's Section C.7 "Table 7-2: Citizen Involvement events (C.7.g.)."

Event Details	Description	Evaluation of effectiveness
Provide event name, date, and location. Indicate if event is local, countywide or regional	Describe activity (e.g., creek clean-up, storm drain marking etc.)	Provide general staff feedback on the event. Provide other evaluation details such as: <ul style="list-style-type: none"> <li>• Number of participants. Any change in participation from previous years.</li> <li>• Distance of creek or water body cleaned</li> <li>• Quantity of trash/recyclables collected (weight or volume).</li> <li>• Number of inlets marked.</li> <li>• Data trends</li> </ul>
<ol style="list-style-type: none"> <li>1. <b>Event: Coastal Cleanup Day</b></li> <li>2. Date: 9/20/14</li> <li>3. Location: Los Gatos Creek, Campbell</li> <li>4. International Event</li> </ol>	<ol style="list-style-type: none"> <li>5. Type of Event: Creek Cleanup Campbell Trash Hot Spot</li> </ol> <p>Description: WVCWP coordinated cleanup efforts as part of an international campaign. WVCWP staff provided supplies (trash bags, litter grabbers, and gloves). WVCWP staff also provided a short presentation on Watershed Management.</p>	<p>See "C.10. Trash" for details</p> <p>Volunteers: 17</p> <p>Feedback: Overall it was a good event. In addition to coordinating activities on the day of the event, WVCWP also coordinates a "Donation Drive," as part of the Creek Connections Action Group. This year we had a group of students from Cambrian Academy volunteer, their campus is near the cleanup site. Parts of Los Gatos Creek, Los Gatos Creek Trail and an associated parking lot were cleaned. Approximately 105 lbs of trash and</p>

		<p>8lbs of recycle material were collected.</p> <p>Materials Distributed:</p> <p>6x Seafood Watch Guides</p> <p>3x Solution for Pollution</p> <p>1x Clean It Guide</p> <p>4x Reusable Lunch/ Snack Bag</p>
<p>1. <b>Event: DEA Drug Take Back Event</b></p> <p>2. Date: 9/27/2014</p> <p>3. Location: 41 Miles Road, Los Gatos PW</p> <p>4. Local Event</p>	<p>5. Type of Event: Rx Take Back, thermometer exchange, battery, eye glasses and cell phone recycling.</p> <p>6. Audience: Local Residents</p> <p>7. Message: General Stormwater Pollution, IPM, POC (Mercury, Trash)</p>	<p>8. Estimated Attendance: 175+</p> <p>9. Feedback/Results: The Event was held in the Town of Los Gatos parking lot. Residents were able to drive up and hand-off their unused and/or expired prescription medicine to associated staff for disposal. WVCWP teamed up with CASA and Los Gatos Monte Sereno PD to coordinate the event. WVCWP collected 37-mercury thermometers, 1-thermostat, 18-cell phones, 75-eye glasses and 70lbs of batteries.</p> <p>10. Materials Distributed:</p> <p>2x Most Wanted Bugs w/ seeds</p> <p>1x You are the Solution</p> <p>1x HHW information</p> <p>2x What you don't know about Mercury</p> <p>1x Fly Swatter</p> <p>6x Watershed Watch Discount Cards</p> <p>19x Digital (Solar) Thermometers</p>
<p>1. <b>Event: Community Cleanup</b></p> <p>2. Date: 10/02/14</p> <p>3. Location: Wildwood Park, Saratoga</p> <p>4. Local Event</p>	<p>5. Type of Event: Cleanup</p> <p>Description: Cleanup event in collaboration with the City of Saratoga staff. WVCWP coordinated the cleanup activities; including providing supplies (trash bags, litter grabbers and gloves). WVCWP also provided a short presentation on Watershed Management.</p>	<p>Volunteers: 18</p> <p>Feedback: Great event! BSA Troop 566 and other community leaders participated in the event. Wildwood Park, associated its associated parking lot, and approximately 200-feet of adjacent creek bank were cleaned. Approximately 20 lbs of Trash &amp; Recyclables were collected.</p> <p>Materials Distributed:</p> <p>1x You are the Solution</p>

		<p>3x What you don't know about Mercury</p> <p>4x 10 Most wanted bugs</p> <p>4x HHW Info</p>
<p>1. <b>Event: Saratoga Creek Cleanup</b></p> <p>2. Date: 03/21/15</p> <p>3. Location: Prospect High School, Saratoga</p> <p>4. Local Event</p>	<p>5. Type of Event: Creek Cleanup City of Saratoga Trash Hot Spot</p> <p>Description: Annual cleanup event for the City of Saratoga's Trash Hot Spot. WVCWP staff coordinated the cleanup activities as well as provides supplies (Trash Bags, litter grabbers and gloves). The group of volunteers is typically organized by Prospect High School's student body.</p>	<p>See C.10 "Trash" for further details</p> <p>Volunteers: 10</p> <p>Feedback: Arranging for volunteers this year was a little tough. Our contact at Prospect High School has changed, and the teaching staff was not actively pursuing volunteers. Hence the volunteer participation level was lower than years past. It was reported by one of the school staff on-hand that District Maintenance Employees were seen blowing leaves into the creek area. School staff is looking into this matter.</p> <p>Results: Approximately 12-30lb bags of trash and recyclables were collected. Snack food wrappers were tops at this location, as well as paper and cardboard.</p> <p>Materials Distributed: 10x WW Sport Pack</p>
<p>1. <b>Event: Great American Litter Pickup</b></p> <p>2. Date: 04/18/15</p> <p>3. Location: Los Gatos Creek County Park, Campbell 5-sites</p> <ul style="list-style-type: none"> <li>• LG County Park</li> <li>• LG Creek Trail</li> <li>• Camden on/off ramp, HWY 17</li> <li>• Railroad Tracks along Winchester BLVD</li> <li>• Creekside overpass of LG Creek Trail</li> </ul> <p>4. National Event</p>	<p>5. Type of Event: Clean up City of Campbell's Trash Hot Spot</p> <p>Description: The City of Campbell organized and advertised which included other state and local agencies: VTA, CalTrans. WVCWP partnered with the City of Campbell to provide support and distribution of information. WVCWP also coordinated cleanup efforts at the Creekside overpass at Los Gatos Creek Trail Site. This event is part of a National Cleanup Campaign</p>	<p>See "C.10.Trash" for details</p> <p>Volunteers: 100+, WVCWP staff, Muni staff</p> <p>Feedback: WVCWP supervised the cleanup and graffiti removal at the Creekside location, with approximately 17 volunteers of varying ages. Graffiti was painted over, and trash was removed from the trail and approximately 600-feet of creek bank. The area was successfully cleaned within a few hours.</p> <p>Results: It was reported that plastic bags, cigarette butts and cardboard/ paper were removed in high quantities. For all 5-sites a combined total of 1,760 lbs of trash, 140lbs of recycle materials and 200lbs of yard waste was collected.</p> <p>Materials Distributed: 6x Pools &amp; Spas</p>

		3x HHW Info 4x You are the Solution 7x SCVURPPP Clean It 8x 10 Most Wanted Bugs 50x WW Sport Pack 10x WVCWP Sport Pack
1. <b>Event: Wildcat Creek Cleanup</b> 2. Date: 05/01/15 3. Location: Wildcat Creek adjacent to Sacred Heart School, Saratoga 4. Local Event	5. Type of Event: Creek Cleanup Description: WVCWP staff and a group of parent chaperones supervised a student cleanup of Wildcat Creek, adjacent to school, and the surrounding school campus. WVCWP provided supplies (trash bags, litter grabbers and gloves).	Volunteers: 25-students 3-adults Feedback: Good group of volunteers. Ages ranged from 4 <sup>th</sup> to 6 <sup>th</sup> grade. These students received an Enviroscape presentation earlier in the day, so that were ready to take action. Results: Removed 6 30-lb bags of trash and recyclables from the creek and surrounding area, as well as some scrap metal. Materials Distributed: 1x First Aide Kit 1x Water Bottle holder
1. <b>Event: Community Cleanup</b> 2. Date: 05/09/15 3. Location: City of Saratoga Community Center and neighboring school 4. Local Event	5. Type of Event: Cleanup Description: WVCWP staff and City of Saratoga Public Works Staff organized an area cleanup. A City of Saratoga Council member helped organize a local boy scout troop to participate.	Volunteers: 29 scouts and troop leaders Feedback: Good motivated and effective group. Selected location was not as trashy as previously thought. Results: Removed a total of 5-30lb bags of trash and recyclables, as well as ½ a bicycle and 20lbs of scrap metal. Materials Distributed: 9x WW Discount Cards 2x Think before you flush 4x Back yard Bugs 4x Most Wanted Bugs
1. <b>Event: National River Cleanup Day</b> 2. Date: 05/16/15 3. Location: San Tomas Aquino Creek 4. National Event	5. Type of Event: Creek Cleanup City of Monte Sereno Trash Hot Spot Description: WVCWP staff worked with the Creek Connections Action Group to organize and distribute media information, solicit donations and provide supplies for over 50-cleanup sites in Santa Clara County. WVCWP was also responsible for organizing cleanup	See "C.10.Trash" for details Volunteers: 7, ages varied from 11 to 50+ Feedback: Site was lightly littered this year. WVCWP staff was approached by a resident that stated that they clean this same area regularly. WVCWP staff explored a secondary site, closer to the High School Cafeteria, and noted that this might be a better location for

	efforts at San Tomas Aquino Creek adjacent to Westmont High School.	our cleanup efforts. It is located approximately 100+-yards downstream. Results: Volunteers cleaned over 1000-linear feet of creek bank. Approximately 40lbs of trash and recyclables were collected. In addition, approximately 100lbs of scrap metal was removed. Styrofoam, plastic bags and snack food wrappers were items removed in greater frequency.
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#### C.7.h. ► School-Age Children Outreach

Summarize school-age children outreach programs implemented. A detailed report may be included as an attachment. Use the following table for reporting school-age children outreach efforts.

The following separate reports developed by SCVURPPP and other organizations also include information about school-age children outreach efforts conducted during FY 14-15:

- ZunZun School Assemblies for Watershed Watch Campaign- FY 14-15 Academic Year Final Report
- Memorandum- Evaluation of the School Assembly Program- FY 14-15
- Watershed Watchers: Keeping Our Waterways Clean: FY 14-15 Fourth Quarter Report (includes end-of-year Summary from Alviso Education Center)

These reports are included within the C.7 Public Information and Outreach section of the Program's FY 14-15 Annual Report.

The active program of outreach for School-Age Children, handled mainly through WVCWP. A mainstay of the program is WVCWP's "Enviroscape" tabletop model, with curriculum adaptations for various grades.

Program Details	Focus & Short Description	Number of Students/Teachers reached	Evaluation of Effectiveness
Provide the following information: Name Grade or level (elementary/ middle/ high)	Brief description, messages, methods of outreach used	Provide number or participants	Provide agency staff feedback. Report any other evaluation methods used (quiz, teacher feedback etc.). Attach evaluation summary if applicable.
<b>Creek Cleanup</b>  Target Audience: 6 <sup>th</sup> to 10 <sup>th</sup>	Topic: Trash Description: WVCWP Staff & City of Saratoga Staff supervised a cleanup	Attendees: 18 members of BSA Troop 566	City of Saratoga Staff coordinated logistics for the volunteers and WVCWP organized the activities at the site. Included with the activities was a short presentation on



grade, Scout Troop	of Wildwood Park and adjacent Saratoga Creek Bank. WVCWP provided supplies (trash bags, litter grabbers and gloves.)	October 2, 2014	Pollutants of Concern (POCs), Watershed Management and how organizations utilize data collected during creek cleanups. Approximately 20lbs of trash & recyclables were collected. Materials Distributed: 1x You are the Solution 3x What you don't know about Mercury 4x HHW Information
<b>School Outreach with Enviroscope</b>  Target Audience: 3 <sup>rd</sup> to 8 <sup>th</sup> grade students	Topics: WVCWP presented the Enviroscope Watershed Model; discussed watershed management, sanitary sewer vs. storm conveyance systems, POCs (Mercury, Trash and Pesticides) and what BMPs are and how they can help protect against Stormwater Pollution.	Attendees: 100+ Sacred Heart School student body and parents while attending their sciences fair.  January 13, 2015	WVCWP along with several other science related organizations participated in a Science Fair. Our programs stormwater topics tied into the overall environmental theme of the event. This event presents a great opportunity to engage in parents, while their student learns about the hydrologic cycle, stormwater issues and watershed management. In addition, WVCWP staff introduced a Water Quality test kit that can be used as part of future science projects. WVCWP staff received good feedback regarding the Water Quality presentation. Materials Distributed: 12x You are the Solution 13x Seafood Watch 5x Pools & Spas 6x HHW
<b>Classroom Presentation with Enviroscope</b>  Target Audience: 2 <sup>nd</sup> Grade Students	Topics: WVCWP staff presented the Enviroscope watershed model; discussed watershed management, sanitary sewer vs. stormwater conveyance system, POCs (Mercury, Trash and Pesticides) and importance of applying BMPs to protect from stormwater pollution.	Attendees: (2) second grade classes of 22-students each from Village Elementary School  February 10, 2015	WVCWP staff conducted 2-separate presentations, one for each 2 <sup>nd</sup> grade class. These classes were beginning a science curriculum that included pollution prevention and resource management. The Enviroscope Presentation was their kick-off to the educational curriculum. In addition, WVCWP provided the teaching staff with their book "Conserve Water and Educators Guide." Both presentations went very well. Materials Distributed:

			48x Pest of Pal Activity Guides (workbook)
<b>Creek Cleanup</b>  Target Audience: 3 <sup>rd</sup> to 10 <sup>th</sup> Grade Students	Topic: Trash & General Stormwater Info Description: WVCWP and City of Saratoga Staff supervised the cleanup of a section of Saratoga Creek adjacent to Prospect High School. WVCWP provided supplies (Trash Bags, Litter Grabbers and Gloves)	Attendees: (10) Students, Teachers and Parents  March 21, 2015	Students from Moreland Middle School's environmental club volunteered for the cleanup event. The cleanup addressed trash accumulated by Prospect High School throughout the school year. Students cleaned the creek in teams of two. Plastic bags and snack food wrappers were some the most collected items. Materials Distributed: 10x WVCWP Sport Packs
<b>Classroom Presentation with Enviroscope Model</b>  Target Audience: Kinder, ages 4 to 6	Topic: General Stormwater Info & watershed management	Attendees: 17-kinder students 2-teachers from Delphi Academy  April 20, 2015	WVCWP staff provided Delphi Academy with a book "All the Way to the Ocean," to provide some background about stormwater pollution and good behaviors. The students were very excited about the Enviroscope model. Some students had recently participated in a park cleanup, so they came prepared with both questions and testimonials.
<b>School Presentation with Enviroscope Model</b>  Target Audience: 6 <sup>th</sup> to 8 <sup>th</sup> grade students	Topic: General Stormwater Pollution awareness. Description: WVCWP participated in an Earth Day Faire, on-site during a lunch period. The model was one of several stations set-up by other students for the Faire.	Attendees: 40+ students  April 22, 2015	WVCWP staff provided some background information about the Enviroscope Model and how it resembles the watershed that we live in. Several presentations were provided, so that students had an opportunity to interact with the model, and understand the core concept of how trash can migrate into our creeks and bay. The presentations were well received, and an invitation for next year has been extended. Materials Distributed: 11 WW Sport Packs
<b>Classroom Presentation, Enviroscope Model</b>  Target Audience: 5 <sup>th</sup> grade students.	Topic: General Stormwater Pollution, trash and POCs (Mercury, Copper and Pesticides) Description: 5 <sup>th</sup> Grade Science Class, WVCWP typically presents to students in this class annually.	Attendees: 25-students & 1-teacher  May 1, 2015	For this event, WVCWP split the class into two groups. 1-stayed inside and worked through a Watershed Management worksheet, 1-went outside to participate in the Enviroscope model. This allowed for smaller groups and the ability to cover more information in the given time. In addition, the students enjoyed

			engaging in the Enviroscape Model. Overall both groups enjoyed the worksheet activity and enviroscape model. Materials Distributed: 25x WW Sport Packs
<b>Creek Cleanup</b>  Target Audience: 4 <sup>th</sup> to 6 <sup>th</sup> grade students	Topic: Trash Description: WVCWP works with Sacred Heart Science Staff to coordinate a creek and campus cleanup at Sacred Heart School in Saratoga. This cleanup typically happens after the 5 <sup>th</sup> grade science class receives an enviroscape watershed model presentation.	Attendees: 25-students, 3-parents, 1-teacher  May 1, 2015	Wildcat Creek is adjacent to Sacred Heart School, and is actually the western boarder to the school. Although there is a fence separating the school campus and creek bank, the students are always surprised how much trash makes it to the creek. Students collected trash along a 500-foot section of the creek. The students were separated into 3-groups, with two groups starting in the creek area and one around the campus area. Once the creek was complete, the other two groups started on the campus. Approximately (6) 30-gallon bags of trash and recyclables were collected.
<b>Creek Cleanup</b>  Target Audience: 11 to 16-years, Boy Scout Troop	Topic: Trash Description: WVCWP and City of Saratoga Staff coordinated efforts to provide guidance and supplies for the cleanup. WVCWP supplied (trash bags, litter grabbers and gloves)	Attendees: Approx. 25 scouts and 5-parent chaperones.  May 9, 2015	WVCWP started the event with a discussion about Watershed Management, Pollutants of Concern, and the importance of documenting the items they find. That this data helps to create solutions to trash problems and develop ordinances. The group collected (5) 30-gallon bags of trash and recyclables, 20lbs of scrap metal and ½ of a bicycle while cleaning 400-linear feet of creek bank, Saratoga Community Center Grounds, and an adjacent school. The group was very efficient with their time. Materials Distributed: 9x WW Discount Cards 2x Think before you flush 4x Guide to Backyard Bugs 4x Most Wanted Bugs
<b>General Outreach with Enviroscape Presentation</b>	Topic: General Stormwater Awareness and Watershed Management	Audience: 18-second graders, 35 4 <sup>th</sup> graders, 8-parents	WVCWP was invited to participate in the Town of Los Gatos' Public Works Open House, which typically involves site visits from local

<p>Target Audience: 2<sup>nd</sup> &amp; 4<sup>th</sup> Grade students from two schools</p>	<p>Description: The Town of Los Gatos conducts a Public Works Open House every year, and invites local schools to visit their corporation yard and learn about what a public works department does for their city/town.</p>	<p>and 2-teachers  May 20, 2015</p>	<p>schools. The Town sets-up interactive stations that detail what specific public works departments do for their Town. There are approximately 8-stations set-up around the Town's Corporation Yard and groups of students spend 10 – 15mins at each station learning about what goes on. WVCWP was one of the stations. To facilitate discussions about watershed management, WVCWP Staff used the Enviroscope Model to discuss individual decision making and how poor decisions can have a negative impact on the environment. In addition, WVCWP staff was able to engage both parents and teachers about the availability to have a similar presentation at their class and/or event. This year we were contacted by a teacher that attended this event, and arranged to conduct a presentation at their school. Materials Distributed: 56x Pest of Pal Activity Guide 10x WW Discount Card 2x WVCWP Contact Us Card</p>
<p><b>Classroom Outreach with Enviroscope</b>  Target Audience: 2<sup>nd</sup> Grade Students</p>	<p>Topic: General Stormwater Awareness and Watershed Management</p>	<p>Attendees: 18-second graders from Lakeside Elementary School, Town of Los Gatos  June 1, 2015</p>	<p>WVCWP was invited out to Lakeside Elementary after their school attended the Town of Los Gatos' Public Works Open House. This provided an opportunity to have more detailed discussions and to share their life activities so that we can discuss the importance of decision making. Some within the group lived in houses that function with a septic tank, while others didn't. Their teacher explained that this group had been participating in a recycle campaign, and an anti-litter campaign on their campus. The teacher stated that she will schedule another site visit for her new class in the coming year. Materials Distributed: 18x Kids Guide to Backyard Bugs</p>

			18x WVCWP Sport Pack
<b>Creek Education program at Audubon Environmental Education Center</b>  Target Audience: Elementary	Topics: creek, watersheds, habitat, litter, pollutants" affect on aquatic life  Description: Creek Education Field Trip	Attendees: City of Saratoga 3 <sup>rd</sup> graders who attend schools in Cupertino School District. Blue Hills Elementary participated October 23, 2014: 74 students 8 parents 6 teachers	The Creek Field Trip is managed by the City of Cupertino Environmental Programs Coordinator. Students are introduced to concepts, such as stormdrains flow to creeks, and "only rain in the stormdrain". The Creek Field Trips at the Environmental Education Center are instructed by a Naturalist. Students try to identify environmental topics which they learned about in the classroom.
<b>ZunZun School Assemblies</b>  Target Audience: Elementary	See "ZunZun School Assemblies for Watershed Watch Campaign - FY 14-15 Academic Year Final Report" for assembly details	Attendees: Lexington Elementary School Los Gatos 9/23/14 1 Show 157 Students <hr/> Capri Elementary School Campbell 2/9/15 2 Shows 700 Students <hr/> Walden West Outdoor Sciences School (Grades 5-6) Saratoga 6/22/15 1 Show 250 Students	For teacher comments and evaluations of the ZunZun School Assemblies program, see the "ZunZun End of Year Teacher Evaluation 14-15" in the SCVURPPP Program's C.7 section. An additional internal evaluation tool has been developed, and planning is underway for implementation in FY 14-15. In FY 14-15, ZunZun presented to 2 schools in the WV Communities, with 1350 children attending. Since this event rotates through various schools over a period of several years, some years more WV Communities schools receive assemblies than in other years. The previous FY, a total of 2350 WV Communities students, at 4 schools, received interactive educational exposure to watershed and runoff pollution prevention concepts via ZunZun.

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West Valley Communities:  
City of Monte Sereno

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**West Valley Clean Water Program**



FY2014-2015 Annual Report  
West Valley Communities:  
City of Monte Sereno

# **APPENDIX C7**

## **Public Information and Outreach**

- C7bc Local Advertising and Media Relations

**West Valley Clean Water Program**



FY2014-2015 Annual Report  
West Valley Communities:  
City of Monte Sereno

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**West Valley Clean Water Program**







## C7bii1 Local Advertising, Creative [Material] Development and Outreach Used

### C7c Media Relations

#### 1. Newsletters, Newspaper Articles, Web Postings

WVCWP staff prepares articles/press releases with associated graphics/photos for local newspapers, online newsletters, municipal newsletters, and websites and social media for the 4 WV Communities.

- (1) Local Newspapers - Print: WVCWP staff submits Press Releases to 3 local weekly newspapers; WVCWP staff answers reporters' questions and provides graphics.
  - (i) Campbell Reporter
  - (ii) Los Gatos Weekly News
  - (iii) Saratoga News
- (2) Local Newsletters - Online: WVCWP staff submits Press Releases to 3 local daily online news sites; WVCWP staff answers reporters' questions and provides graphics.
  - (i) Campbell Patch
  - (ii) Los Gatos Patch
  - (iii) Saratoga Patch
- (3) Municipal Newsletters: Submissions to newsletters depends upon timeliness of newsletter distribution to residents vs topics covered. Municipal staff also prepare articles relevant to stormwater issues, as feasible, based upon priorities of municipal news.
  - (i) Campbell Profile
  - (ii) Campbell Courier (Senior Center)
  - (iii) Los Gatos Growing Greener
  - (iv) Monte Sereno City Newsletter
  - (v) The Saratogan
- (4) Websites
  - (i) City of Campbell Website
    - a. Main Page
    - b. Engineering/PW
  - (ii) Town of Los Gatos Website
    - a. Public Works
    - b. Environmental Programs
    - c. "Growing Greener Together" webpage

- (iii) City of Saratoga Website
  - a. City News (Home Page)
  - b. "Next Door" social media – subscription email notices
  - c. Saratoga Calendar
- (iv) Watershed Watch: [www.mywatershedwatch.org](http://www.mywatershedwatch.org)
- (v) West Valley Clean Water Program: [www.cleancreeks.org](http://www.cleancreeks.org)
- (vi) SCVURPPP: [www.SCVURPPP.org](http://www.SCVURPPP.org)
- (vii) BASMAA: [www.OurWaterOurWorld.org](http://www.OurWaterOurWorld.org)
- (5) Social Media
  - (i) City of Campbell
    - a. "Next Door" social media – subscription email notices
    - b. City of Campbell Facebook page
  - (ii) Town of Los Gatos
    - a. Los Gatos 'What's New' – subscription email notices
    - b. "Next Door" social media – subscription email notices
  - (iii) City of Saratoga
    - a. "Next Door" social media – subscription email notices
    - b. City of Saratoga Facebook page
- (6) Television/Video
  - (i) City of Campbell Channel 26
  - (ii) City of Saratoga information on Vimeo.com – Example: <https://vimeo.com/113659841>



2. PRESS RELEASES SUBMITTED to: Newsletters, Newspaper Articles, Web Postings, Social Media  
and  
PRESS RELEASES *PRINTED / POSTED TO WEBSITES / SOCIAL MEDIA*

MRP	MRP	PRESS RELEASE TITLE	SENT TO:	DATE SENT	Printed/ Appeared
<i>1st Quarter FY14-15 – July, August, September</i>					
C.9		IPM Article: <b>Use an IPM Certified Contractor/ Green Gardener Classes</b>	Municipal newsletters for Campbell, Los Gatos, Monte Sereno, Saratoga	June 2014	
			Town of LG "Growing Greener" website + emailed link		July 2014
C.13	C.15	Car Washing Article: <b>Creek-Friendly Personal Car Washing / Borrow the Car Wash Kit</b>	City of Campbell Muni Newsletter: "Campbell Profile"	June 2014	Fall 2014
			Town of LG "Growing Greener" website + emailed link	June 2014	Summer 2014
			Monte Sereno Muni Newsletter: "City of Monte Sereno"	June 2014	Summer 2014
			Saratoga Muni Newsletter: "The Saratogan"	June 2014	
C.11		<b>E-Waste Event – WV Communities</b> Summer Event generated by WV Collection & Recycling	<ul style="list-style-type: none"> <li>Flyer to all customers</li> <li>WVC&amp;R website</li> </ul>	June/July 2014	June/July 2014

MRP	MRP	PRESS RELEASE TITLE	SENT TO:	DATE SENT	<i>Printed/ Appeared</i>
C.10	C.11	<b>Los Gatos – Monte Sereno Community Yard Sale</b> City-generated	Town of LG website – <b>What's New</b> web page & emailed link		<i>July 8, 2014 email</i>
			Town of LG website: Home Page		<i>July – Oct. 2014</i>
			City of MS – Muni newsletter		<i>Summer 2014</i>
C.11	C.10	<b>"Rules for Recycling"</b> City-generated	City of Monte Sereno Newsletter		<i>Summer 2014</i>
C.10		<b>EPS Alternative Products Fair + EPS Ban Info</b> Town of LG-generated	Mailed to businesses; posted on website		<i>July 2014</i>
C.10	---	<b>West Valley Collection &amp; Recycling Curb Pickup Event</b> City-generated	City of Saratoga Facebook		<i>July 15, 2014</i>
C.10	---	<b>CA Coastal Cleanup Day – Article/ Event Posting</b>	Municipal social media for Campbell, Los Gatos, Monte Sereno, Saratoga	Sept. 2014	
			Campbell Next Door Email		<i>Sept. 10, 2014</i>
			City of Campbell website		<i>Sept. 9, 2014</i>

MRP	MRP	PRESS RELEASE TITLE	SENT TO:	DATE SENT	<i>Printed/ Appeared</i>
			City of Saratoga Face Book		<i>Sept. 11, 2014</i>
			Saratoga Next Door		Sept. 2014
			City of Saratoga Website		Sept. 2014
C.10	---	CA Coastal Cleanup Day – Article/ Event Posting	Campbell Reporter Weekly Newspaper	Sept. 2014	<i>Sept. 12, 2014</i>
			Campbell Patch (online)	Sept. 2014	<i>Sept. 9, 2014</i>
			“Campbell Express” local public newsletter	Sept. 2014	<i>Sept. 2014</i>
			Saratoga News Weekly Newspaper	Sept. 2014	<i>Sept. 19, 2014</i>
C.11	Drugs	Thermometer Exchange/Battery Recycling w/ LG Police Dept/Pharmaceutical Take-Back	Los Gatos Weekly Newspaper	Sept. 2014	Sept. 12, 2014
			LG Patch online – Events	Sept. 2014	Sept. 9, 2014
			LG Recreation – 55+ Newsletter	Aug. 2014	<i>Sept. 2014</i>
			Town of LG website: “What’s New” email	Sept. 2014	Sept. 10, 2014
			Los Gatos Next Door – Email to residents	Sept. 2014	Sept. 2014

MRP	MRP	PRESS RELEASE TITLE	SENT TO:	DATE SENT	<i>Printed/ Appeared</i>
			Community Against Substance Abuse website	Sept. 2014	Sept. 2014
			Saratoga News weekly newspaper	Sept. 2014	<i>Sept. 19, 2014</i>
			Campbell Patch online newsletter	Sept. 2014	<i>Sept. 9, 2014</i>
<b><u>2nd Quarter FY13-14 – October, November, December</u></b>					
C.11	---	Thermometer Exchange/Battery Recycling w/ Saratoga Senior Council Health Fair	Sent to City of Saratoga social media	Oct. 2014	
			City of Saratoga – Twitter		<i>October 2014</i>
			City of Saratoga – Facebook		<i>October 8, 2014</i>
			Saratoga Next Door Email		<i>Oct. 2014</i>
			Saratoga News weekly newspaper		<i>Oct. 7, 2014</i>
C.10		Creek Cleanup: Saratoga Creek at Wildwood Park City-generated	City of Saratoga Facebook		Oct. 2, 2014
C.15		Los Gatos: Reduce Water Use Town-generated	Town of LG website – What's New web page & emailed link		<i>Oct. 17, 2014 + ongoing</i>
C.10		Los Gatos: Expanded Polystyrene Ordinance	Town of LG website – What's New		<i>Nov. 21, 2014</i>

MRP	MRP	PRESS RELEASE TITLE	SENT TO:	DATE SENT	<i>Printed/ Appeared</i>
		Town-generated	web page & emailed link		<i>+ ongoing</i>
C.9		<b>Ants &amp; the Rainy Season - IPM</b>	Town of LG "Growing Greener" website + emailed link Posted in Town facilities	Nov. 2014	<i>Dec. 12, 2014 + ongoing</i>
C.10		<b>Cut Down on Waste – Re-usable Gift Wrap</b> Town-generated	Town of LG "Growing Greener" website + emailed link Posted in Town facilities		<i>Dec. 12, 2014 + ongoing</i>
C.10		<b>Los Gatos Polystyrene Container Ban</b> Town-generated	Los Gatos Weekly Times		<i>Dec. 10 2014</i>
C.10	C.11	<b>Garbage, Recycling &amp; Green Waste: Video</b> City-generated	The Saratogan municipal newsletter	Winter	<i>Winter 2014</i>
			City of Saratoga Facebook		<i>Winter 2014</i>
			Saratoga Next Door emails		<i>Winter 2014</i>
			Video is featured on the home page of the waste contractor's "Residential" website: <a href="http://westvalleyrecycles.com/serviceareas/index.html">http://westvalleyrecycles.com/serviceareas/index.html</a>		<i>Ongoing</i>

MRP	MRP	PRESS RELEASE TITLE	SENT TO:	DATE SENT	<i>Printed/ Appeared</i>
<u>3rd Quarter FY14-15 – January, February, March</u>					
C.11		<b>Proper Recycling: Batteries &amp; E-Waste</b> generated by WV Collection & Recycling	<ul style="list-style-type: none"> <li>Flyer to all customers</li> <li>WVC&amp;R website</li> </ul>		<i>Winter 2015</i>
C.10		<b>Los Gatos: Utility Box Art Contest – Anti-Litter</b> Town-generated	Town of LG website – <b>What's New</b> web page & emailed link		<i>Jan. 2015</i>
C.10		<b>Los Gatos: Utility Box Art Contest – Anti-Litter</b> Town-generated	<b>Los Gatos Patch</b> online newsletter		<i>Feb. 20, 2015</i>
C.11		<b>Los Gatos Museum E-waste Event</b> Town-generated	<b>Los Gatos Patch</b> online newsletter		<i>Feb. 15, 2015</i>
C.9	C.15	<b>"Going Native Garden Tour"</b>	WVCWP sent muni web sites: Campbell, Los Gatos, Monte Sereno, Saratoga	March 2015	<i>April 2015</i>
			<b>City of Campbell: Facebook</b>		<i>April 2015</i>
			<b>City of Campbell: Next Door</b> email		<i>April 2015</i>
			<b>Town of Los Gatos: Next Door</b> email		<i>April 2015</i>
			<b>City of Saratoga: Facebook</b>		<i>April 2015</i>
			<b>City of Saratoga: Next Door</b> email		<i>April 2015</i>



MRP	MRP	PRESS RELEASE TITLE	SENT TO:	DATE SENT	<i>Printed/ Appeared</i>
			City of Saratoga: Twitter		<i>April 2015</i>
			City of Saratoga: Website Home Page		<i>April 2015</i>
C.10		<b>Great American Litter Pickup – Campbell</b> City-generated	City of Campbell website – Home Page - announcements		<i>March 11- April 2015</i>
			City of Campbell Facebook		<i>April 12, 2014</i>
			Campbell Muni Newsletter: "Campbell Profile"		<i>Winter/Spring 2015</i>
			Campbell Patch online newsletter		<i>April 13 &amp; 14, 2015</i>
<b><u>4th Quarter FY14-15 – April, May, June</u></b>					
C.15		<b>Mayors' Challenge for Water Conservation</b> generated by City of Campbell	Campbell Patch		<i>April 6, 2015</i>
		<b>Pledge/Campbell in 2<sup>nd</sup> Place:</b> <b>Mayors' Challenge for Water Conservation</b> generated by City of Campbell	Campbell Patch		<i>April 6, 2015</i>
C.10		<b>Los Gatos Polystyrene Container Ordinance – Take Effect June 2015</b> Town-generated	Town of LG website – What's New web page & emailed link		<i>April 7, 2015</i>

MRP	MRP	PRESS RELEASE TITLE	SENT TO:	DATE SENT	<i>Printed/ Appeared</i>
C.7		Los Gatos Sustainability: Spring Into Green Town-generated	Town of LG website – What’s New web page & emailed link + Flyers		<i>April 6, 2015</i>
C.9	C.15	“Going Native Garden Tour”	WVCWP sent to Patches: Campbell, Los Gatos, Saratoga	April 10, 2015	
			Campbell Patch online newsletter		April 16, 2015
			Los Gatos Patch online newsletter		April 16, 2015
			Saratoga Patch online newsletter		April 16, 2015
C.9		“Got Bugs? Get Answers” flyer	sent for posting on Next Door: Campbell, Los Gatos, Saratoga Flyer posted for Monte Sereno	April 19, 2015	
			City of Campbell: Community Access TV		April 22, 2015
			City of Campbell: Next Door email		<i>April 22, 2015</i>
			City of Campbell: Facebook		<i>April 29, 2015</i>
			City of Saratoga: Next Door email		<i>April 20, 2015</i>

MRP	MRP	PRESS RELEASE TITLE	SENT TO:	DATE SENT	<i>Printed/ Appeared</i>
C.10		National River Cleanup Day	Municipal web sites/social media Campbell, Los Gatos, Saratoga	May 8, 2015	
			City of Saratoga Facebook page		<i>May 11, 2015</i>
			City of Saratoga "NextDoor" email		<i>May 11, 2015</i>
			City of Saratoga - Twitter		<i>May 11, 2015</i>
		National River Cleanup Day Flyer posted	Monte Sereno Post Office	May 2015	<i>May 1, 2015</i>
C.10		National River Cleanup Day Appeared as headline article in Patch subscriber emails	Campbell Patch online newsletter	May 5, 2015	<i>May 8, 2015</i>
			Los Gatos Patch online newsletter		<i>May 8, 2015</i>
			Saratoga Patch online newsletter		<i>May 8, 2015</i>
C.15		Water Conservation City-generated	Campbell Profile Muni Newsletter		<i>Summer 2015 May 2015</i>
C.3	C.15	Hacienda Green Street City-generated	Campbell Profile Muni Newsletter		<i>Summer 2015 May 2015</i>

MRP	MRP	PRESS RELEASE TITLE	SENT TO:	DATE SENT	<i>Printed/ Appeared</i>
C.15		Watershed Watch Car Wash events + Home Car Washing + Car Wash Kit	sent for posting on FaceBook/Next Door: Campbell, Los Gatos, Saratoga	May 29, 2015	
			Flyer: Monte Sereno City Hall & Post Office		<i>June 2015</i>
C.15		Watershed Watch Car Wash events + Home Car Washing + Car Wash Kit	- Campbell Patch,	May 29, 2015	<i>May 30, 2015</i>
			- Los Gatos Patch,		<i>May 30, 2015</i>
			- Saratoga Patch		<i>May 30, 2015</i>
C.15		Watershed Watch Car Wash events + Home Car Washing + Car Wash Kit	Campbell Reporter Weekly Newspaper - Article	May 29, 2015	<i>June 12, 2015</i>
C.10		Polystyrene Container Ban – Article (Town generated article)	- Los Gatos Patch,	May 2015	<i>June 1, 2015</i>
C.3	C.15	Campbell Muni Newsletter: "Campbell Profile" Green Streets City-generated:			Summer 2015 issue

MRP	MRP	PRESS RELEASE TITLE	SENT TO:	DATE SENT		<i>Printed/ Appeared</i>
C.15		Campbell Muni Newsletter: "Campbell Profile" City Water Conservation/ Irrigation/Drought Tolerant Landscaping City-generated:				Summer 2015 issue



3. FLYERS/POSTERS: Created -- for WVCWP and/or Municipal Events

MRP	MRP	FLYER / POSTER TOPIC	DATE & Posting
<i>1<sup>st</sup> Quarter FY14-15 – July, August, September</i>			
C.10		Coastal Cleanup Day Sept. 20, 2014 - Flyer – highlighting WVCWP-sponsored site	Prepared in Sept. for posting on social media & online sites
C.11		Thermometer Exchange/Battery Recycling Sept. 27, 2014 - w/ LG Police Dept/Pharmaceutical Take-Back	Prepared in Sept. 2013 for October event Flyer posted at appx 20 public sites (schools, churches, Rec center) and at additional private sites (mostly drugstores)
C.11		Thermometer Exchange/Battery Recycling Sept. 27, 2014 - w/ LG Police Dept/Pharmaceutical Take-Back – Take-home postcards	Prepared in Sept. 2013 for October event Flyer placed at appx 20 public sites (schools, churches, Rec center) and at additional private sites (mostly drugstores)
C.9	C.15	“Encourage Your Gardener to Become a Green Gardener” Advertising for Green Gardener Fall classes	Prepared in July for August Posting for September classes
<i>2<sup>nd</sup> Quarter FY14-15 – October, November, December</i>			
C.11		Thermometer Exchange/Battery Recycling w/ Saratoga Senior Council Health Expo Oct. 18, 2014	Prepared in Sept. 2014 for October event
C.11		Thermometer Exchange/Battery Recycling Oct. 18, 2014 w/ Saratoga Senior Council Health Fair - Take-home postcards	Prepared in Sept. 2014 for October event

MRP	MRP	FLYER / POSTER TOPIC	DATE & Posting
<u>3rd Quarter FY14-15 – January, February, March</u>			
C.9	C.15	<b>Going Native Garden Tour</b> – Flyer highlighting West Valley portion of tour April 18, 2015	<i>Prepared in March for April event. Posted at City &amp; Town Hall facilities &amp; Monte Sereno Post Office</i>
<u>4th Quarter FY14-15 – April, May, June</u>			
C.10		<b>National River Cleanup Day</b> – May 16, 2015 – postcard/flyer highlighting WVCWP site	Prepared for May 2014 event Posted at Monte Sereno City Hall & Post Office
C.13		<b>Car Wash Events</b> –highlighting Classic Car Wash, Campbell June 17, 2015 & including June 2015 San Jose events	Prepared in May for June 2015 events Posted at Monte Sereno City Hall & Post Office



MRP	MRP	MRP	WVCWP / Monte Sereno Post Office Window Postings	MONTH
C.10			<b>Trash</b> (on the beaches)	July 2014
C.10	C.9	C.15	<b>Trash &amp; Recycling</b> (Back to School & Coastal Cleanup Day) <b>Pesticides/IPM:</b> (Green Gardener Classes) <b>Landscape Irrigation:</b> ("Brown is the New Green")	August 2014

MRP	MRP	MRP	WVCWP / Monte Sereno Post Office Window Postings	MONTH
C.10	C.11		<b>Trash:</b> (Coastal Cleanup Day) <b>Mercury:</b> (MCP Recycling at the Drug Take Back event)	September 2014
C.10	C.11	C.15	<b>Trash:</b> (Community Yard Sales) <b>Mercury:</b> (MCP Recycling at the Saratoga Health Expo) <b>Landscape Irrigation:</b> (Overspray, Overwatering)	October 2014
C.7			<b>Stormwater Education</b>	November 2014
C.10	C.11		<b>Trash:</b> (Recycle Gift Wrap, Xmas trees, etc.) <b>Mercury:</b> (E-waste & Battery Recycling; Recycle electronic items which were replaced by new holiday gifts)	December 2014
C.11			<b>Mercury:</b> (E-waste & Battery Recycling – Local events; Recycle electronic items which were replaced by new holiday gifts) Behavior Change/New Year's Resolutions Mercury & Stormwater Pollution. Mercury and human health.	January 2015
C.10	C.15		<b>National River Clean-up Day</b> <b>Overwatering:</b> (Drip Irrigation, Overspray, Drought Tolerant Landscaping)	



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# **Section 8: Provision C8 Water Quality Monitoring**

**West Valley Clean Water Program**



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Section 8 - Provision C.8 Water Quality Monitoring

**C.8 ► Water Quality Monitoring**

State below if information is reported in a separate regional report. Municipalities can also describe below any Water Quality Monitoring activities in which they participate directly, e.g. participation in RMP workgroups, fieldwork within their jurisdictions, etc.

Summary

During FY 14-15, we participated in BASMAA Regional Monitoring Coalition (RMC) and conducted monitoring consistent with the MRP through the Program. In addition, we contributed financially to the Regional Monitoring Program for Water Quality in the San Francisco Estuary (RMP) and were represented at RMP committees and work groups. Monitoring efforts and results are documented in a separate report submitted March 15 of each year, as required in Provision C.8. For additional information on monitoring activities conducted by the Program, BASMAA RMC and the RMP, see the C.8 Water Quality Monitoring section of the Program's FY 14-15 Annual Report and the Integrated Monitoring Report, submitted to the Water Board on March 15, 2014.

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# **Section 9: Provision C9 Pesticides Toxicity Controls**

**West Valley Clean Water Program**



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Section 9 – Provision C.9 Pesticides Toxicity Controls

**C.9.b ► Implement IPM Policy or Ordinance**

Report implementation of IPM BMPs by showing trends in quantities and types of pesticides used, and suggest reasons for increases in use of pesticides that threaten water quality, specifically organophosphates, pyrethroids, carbaryl, and fipronil. A separate report can be attached as evidence of your implementation.

Summary:

City of Monte Sereno has had no pesticide usage since 2008. A fly infestation in 2014 was handled with traps. Implementation of IPM practices, regular monitoring and use of an IPM trained pest control contractor have helped the City to achieve this goal. The Contractor, Killroy, has completed the “EcoWise” training, and has been awarded “EcoWise IPM Certification”. Killroy has also completed the training process for “Green Pro Certification”. All Killroy staff attend IPM trainings annually.

City Hall/Municipal Property consists of ½ acre, including buildings and parking lot; there is a very small landscaped area in front of the municipal buildings. Any weeds in the landscaping are hand-pulled. This area has been landscaped to be pest resistant and drought-tolerant. Any gopher infestations are handled by trapping. Pest control inside buildings is handled by good sanitation practices; if any ants appear, they are removed by washing with soapy water.

The City addresses IPM with all employees via 2 emailed notices: the Fall notice reminds employees of the prohibition on using over-the-counter pesticides on municipal property; the Spring notice provides IPM-related information – for 14-15 the notice promoted “shelf talkers” which highlight less-toxic products in stores.

**Trends in Quantities and Types of Pesticides Used<sup>1</sup>**

Pesticide Category and Specific Pesticide Used	Amount <sup>2</sup>					
	FY 09-10	FY 10-11	FY 11-12	FY 12-13	FY 13-14	FY 14-15
Organophosphates	0	0	0	0	0	0
Pyrethroids	0	0	0	0	0	0
Carbaryl	0	0	0	0	0	0
Fipronil	0	0	0	0	0	0

<sup>1</sup>Includes all municipal structural and landscape pesticide usage by employees and contractors.

<sup>2</sup>Weight or volume of the product or preferably its active ingredient, using same units for the product each year. The active ingredients in any pesticide are listed on the label. The list of active ingredients that need to be reported in the pyrethroids class includes: allethrin, bifenthrin, beta-cyfluthrin, bioallethrin, cyfluthrin, cypermethrin, cyphenothrin, deltamethrin, esfenvalerate, etofenprox, fenpropathrin, gamma-cyhalothrin, imiprothrin, lambda-cyhalothrin, metofluthrin, permethrin, phenothrin, prallethrin, resmethrin, sumithrin (d-phenothrin), tau-fluvalinate, tefluthrin, tetramethrin, tralomethrin, cis-permethrin, and zeta-cypermethrin.

<b>C.9.c ▶ Train Municipal Employees</b>	
Enter the number of employees that applied or used pesticides (including herbicides) within the scope of their duties this reporting year. The City does not use any pesticides unless there is a major infestation, in which case the City's IPM-certified contractor is called in	⊖
Enter the number of these employees who received training on your IPM policy and IPM standard operating procedures within the last 3 years.	NA
Enter the percentage of municipal employees who apply pesticides who have received training in the IPM policy and IPM standard operating procedures within the last three years.  Monte Sereno has no municipal operations field personnel; however, 100% of employees receive an annual notice prohibiting use of over-the-counter pesticides, and referencing the City's IPM Policy.  On March 26, 2015 WVCWP hosted its annual "Parks, Facilities and Street Maintenance Supervisors Training". WVCWP reviewed the topics with Facilities staff at City Hall. Topics covered included but were not limited to: MRP review, POCs, ERP review. In addition, proposed Pesticide Use SOP updates were reviewed,	NA

<b>C.9.d ▶ Require Contractors to Implement IPM</b>			
Did your municipality contract with any pesticide service provider in the reporting year?	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/> No
If yes, attach one of the following:			
<input type="checkbox"/>	Contract specifications that require adherence to your IPM policy and standard operating procedures, OR		
<input type="checkbox"/>	Copy(ies) of the contractors' IPM certification(s) or equivalent, OR		
<input checked="" type="checkbox"/>	Equivalent documentation.		
If <b>Not attached</b> , explain:			

<b>C.9.e ▶ Track and Participate in Relevant Regulatory Processes</b>
Summarize participation efforts, information submitted, and how regulatory actions were affected <b>OR</b> reference a regional report that summarizes regional participation efforts, information submitted, and how regulatory actions were affected.
Summary: During FY 14-15, we participated in regulatory processes related to pesticides through contributions to the SCVURPPP Program, BASMAA and CASQA. For additional information, see the Regional Report submitted by BASMAA on behalf of all MRP Permittees.



**C.9.f ► Interface with County Agricultural Commissioners**

Did your municipal staff observe any improper pesticide usage or evidence of improper usage (e.g., pesticides in storm drain systems, along street curbs, or in receiving waters) during this fiscal year?

☐

Yes

☒

No

If yes, provide a summary of improper pesticide usage reported to the County Agricultural Commissioner and follow-up actions taken to correct any violations. A separate report can be attached as your summary.

**C.9.h.ii ► Public Outreach: Point of Purchase**

Provide a summary of public outreach at point of purchase, and any measurable awareness and behavior changes resulting from outreach (here or in a separate report); **OR** reference a report of a regional effort for public outreach in which your agency participates.

Summary:

The following separate reports developed by SCVURPPP and BASMAA summarize point of purchase outreach efforts conducted during FY 14-15, and can be found in the SCVURPPP FY 14-15 Annual Report.

- FY 14-15 Store Employee Training Report (SCVURPPP)
- FY 14-15 Store Employee Training Evaluation Summary (SCVURPPP)
- FY 14-15 Store Employee Training Status Table (SCVURPPP)
- FY 14-15 List of Stores in the IPM Store Partnership Program (SCVURPPP)
- FY 14-15 BASMAA "Our Water, Our World" (OWOW) Report (BASMAA)

These reports are included within C.9 Pesticides Toxicity Control sections of the SCVURPPP Program's FY 14-15 Annual Report.

**C.9.h.vi ► Public Outreach: Pest Control Operators**

Provide a summary of public outreach to pest control operators and landscapers and reduced pesticide use (here or in a separate report); **OR** reference a report of a regional effort for outreach to pest control operators and landscapers in which your agency participates.

Summary:

The following separate reports developed by SCVURPPP summarize Public Outreach: Pest Control Operators efforts conducted during FY 14-15:

- FY 14-15 Watershed Watch Campaign Final Report
- FY 14-15 Green Gardener Training Report

These reports are included within the C.7 Public Information and Outreach and C.9 Pesticides Toxicity Control sections of Program's FY 14-15 Annual Report.

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# **APPENDIX C9**

## **Pesticides**

### **Toxicity Controls**

- C9d Contractor Implement IPM

**West Valley Clean Water Program**



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**West Valley Clean Water Program**





**City of  
Monte  
Sereno**

18041 Saratoga – Los Gatos Rd.  
Monte Sereno, CA 95030

### Acknowledgement of Integrated Pest Management Policy and Procedures

This notice certifies that

Killroy Pest Control, Inc.

---

PRINT name of Company/Contractor

has familiarized itself with the City of Monte Sereno:

- **IPM Plan**

and

- **Pest Management Standard Operating Procedures,**

and agrees to abide by the policies and procedures laid out therein.

Any necessity to depart from these policies/procedures must be approved by City of Monte Sereno Parks and Public Works supervisory staff prior to acting.

Signed Richard T. Schmidt Date 8-18-2014  
Company **Representative**

Richard T. Schmidt

Vice President

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PRINT Name

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TITLE/ POSITION

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# **Section 10: Provision C10 Trash Load Reduction**

**West Valley Clean Water Program**



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Section 10 - Provision C.10 Trash Load Reduction

**C.10.a.iii ► Minimum Full Trash Capture**

Provide the following:

- 1) Total number and types of full capture devices (publicly and privately-owned) installed to-date;
- 2) Total land area (acres) and land areas within each trash generation category (i.e., very high, high, moderate and low) treated by full capture devices (or other types of devices for non-population based Permittees); and, compare with the total required in the permit.
- 3) A narrative summary of maintenance activities implemented for each device, group of devices, or device type, including descriptions of typical maintenance frequencies and issues associated with maintaining these devices. Describe, in particular, any devices that have trash or debris overflowed, bypassed or are not functioning properly in any other manner. Describe corrective actions.

Type of Device	# of Devices	Acres Treated in FY 14-15 by Trash Generation Category				
		Low	Moderate	High	Very High	Total
Connector Pipe Screens/Filters	4	15	0	0	0	15
<b>Total for all Types</b>	<b>4</b>	<b>15</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>15</b>
<b>Required by Permit</b>						<b>0</b>

**Maintenance Summary** (Describe, in particular, any devices that have trash or debris overflowed, bypassed or are not functioning properly in any other manner. Describe corrective actions).

Regular maintenance activities include an annual inspection and cleaning prior to the start of the wet season. Device locations are monitored during the wet season for signs of flooding and prior to major rain events they are cleaned as needed. Monte Sereno's storm conveyance system maintenance contractor utilizes the same staff that conducts the inspections and cleanings annually, this provides for both familiarity and consistency with the inspection process. The contractor maintains both electronic and hard copies in house and provides a hard copy to Monte Sereno's Public Works Department for recordkeeping. Also, Monte Sereno uses their contractor, as needed, to conduct pre-storm assessments and during-storm checks and maintains data in the Public Works Department.

Select device locations within the City of Monte Sereno were selected as part of a Trash Study by SCVURPPP, starting in March 2015, with an anticipated completion time of Fall 2015. During this time, these locations were not serviced by the City of Monte Sereno's contractor at the request of SCVURPPP. Routine maintenance at these locations will resume once the Trash Study has been completed.

In FY 14-15, the City also participated in the initial development of a Model Trash Full Capture Device Operation and Maintenance (O&M) Verification Program initiated by SCVURPPP. The model program is intended to provide Permittees with a template for documenting O&M procedures, including inspection and maintenance frequencies. Over the course of the next year, the Town plans to further document the

town-specific O&M verification program by tailoring the Model Program developed by SCVURPPP to incorporate town-specific characteristics/processes. Additional details on the City's O&M verification program will be included in our FY15-16 Annual Report.

Monte Sereno experienced at least one major rain event in FY1415. No major flooding was observed/reported in and around catch basins where TCD's were installed. No performance issues associated with the devices were observed between October 2014 and June 30, 2015.

**C.10.b.iii ► Trash Hot Spot Assessment**

Provide the volume of material removed during each MRP-required Trash Hot Spot cleanup during each fiscal year, and the dominant types of trash (e.g., glass, plastics, paper) removed and their sources in FY 2014-15 to the extent possible. Also, provide additional information on creek cleanups conducted beyond those required that are used to demonstrate trash load reductions in C.10.d- Part C.

Trash Hot Spot	FY 14-15 Cleanup Date(s)	Volume of Trash Removed (cubic yards)					Dominant Type(s) of Trash in FY 2014-15	Trash Sources in FY 2014-15 (where possible)
		FY 2010-11	FY 2011-12	FY 2012-13	FY 2013-14	FY 2014-15		
WVC02	5/16/2015	1.5	0.2	0.7	0.4	0.4	Convenience/Fast Food items, Bottles (plastic or glass), Aluminum cans, Plastic Bags, Other plastic products	Litter, Trash accumulation

**Additional Receiving Water Cleanups** – If claimed as load reductions described in C.10.d – part C, describe the number and frequency of receiving water cleanups conducted in addition to those reported above. Include locations, cleanup dates, and the total volume of trash removed. Describe the overall plan, if any, associated with these additional cleanups if meant to change the trash condition of certain reaches of creeks or shorelines.

None.

**C.10.c ► Long-Term Trash Load Reduction Plan**

Provide descriptions of significant revisions made to your Long-term Trash Load Reduction Plan submitted to the Water Board in February 2014. Describe significant changes made to primary or secondary trash management areas (TMA), trash generation maps, control measures, or time schedules identified in your plan.

Description of Significant Revision	Associated TMA
None	

**C.10.d ► PART A - Trash Control Measure Implementation and Assessment (Jurisdictional-wide Actions)**

Provide a description of each jurisdictional-wide trash control measure implemented to-date. Identify the dominant trash source(s) and dominant type(s) of trash addressed by each control measure. For each jurisdictional-wide measure, identify the trash assessment method(s) used to demonstrate on-going reductions, summarize the results of the assessment(s), and estimate the associated reduction of trash within your jurisdictional area.

Control Measure	Summary Description of Control Measure & Dominant Trash Sources and Types	Assessment Method(s)	Summary of Assessment Results To-date	Estimated % Trash Reduced
Single-use Plastic Bag Ordinance or Policy	<p>On June 21, 2011, despite having no commercial or retail land use, the City of Monte Sereno enacted a voluntary ban (via Resolution of the City Council) on plastic bags encouraging its residents to voluntarily discontinue the use of plastic bags in other cities to prevent single use bags from entering Monte Sereno and protect the environment.</p> <p>The City promotes the use of reusable bags through its website and public meetings and provide information on the negative impacts of single-use bags (both plastic and paper) on the environment. Monte Sereno will ensure its website is up to date and accessible to the public and provide at least one outreach article to the City's mailing list or through another outreach tool.</p> <p>Trash Source: 1.pedestrian litter                  2.vehicles 3.inadequate container management 4 illegal dumping                  Trash Type: single-use carryout plastic bags</p>	<p>Although the City of Monte Sereno has adopted and implemented a policy prohibiting the distribution of single-use plastic bags, evaluations of the effectiveness of the ordinance have not yet been conducted. For the purpose of estimating trash reductions in stormwater discharges associated with the single-use bag ordinance, the results of assessments conducted by the cities of San Jose and Palo Alto were used to represent the reduction of trash associated with the City of Monte Sereno's ordinance. Assessments conducted by these cities were conducted prior to and following the effective date of their ordinances, and include audits of businesses, surveys of customer bag usage, and assessments of bags observed on streets, storm drains and local creeks. The results of assessments conducted by these cities are assumed to be representative of the effectiveness of the City of Monte Sereno's ordinance because the implementation (including enforcement) of the City of Monte Sereno's ordinance is similar to the City of San Jose's and Palo Alto's.</p>	<p>The results of the Storm Drain Trash Characterization Project will be available in FY 15-16 and will provide additional information on trash reductions associated with the City of Monte Sereno's resolution.</p> <p>Results of assessments that are representative of the City of Monte Sereno, but were conducted by the cities of San Jose and Palo Alto, indicate that City of Monte Sereno's single-use bag resolution is effective in reducing single use plastic bags in stormwater discharges. This conclusion is based on the following assessment results: 1) An average of 91% of businesses affected by the ordinance are no longer distributing single use plastic bags; 2) An average of 93% of customers observed at these businesses are no longer using single use plastic bags; and 3) An average of 76% less plastic bags are observed on streets, storm drains and/or local creeks. Based on these results, the estimated average reduction of single use plastic bags in stormwater discharges is 87%. Assuming single use bags are 8% of the trash observed in stormwater discharges, the City concludes that there has been a 7% (i.e., 8% x 87%) reduction in trash in stormwater discharges as a result of the resolution.</p>	<p>7% reduction in the trash from stormwater discharges as a result of resolution implementation.</p>

**C.10.d ► PART A - Trash Control Measure Implementation and Assessment (Jurisdictional-wide Actions)**

Provide a description of each jurisdictional-wide trash control measure implemented to-date. Identify the dominant trash source(s) and dominant type(s) of trash addressed by each control measure. For each jurisdictional-wide measure, identify the trash assessment method(s) used to demonstrate on-going reductions, summarize the results of the assessment(s), and estimate the associated reduction of trash within your jurisdictional area.

Control Measure	Summary Description of Control Measure & Dominant Trash Sources and Types	Assessment Method(s)	Summary of Assessment Results To-date	Estimated % Trash Reduced
		<p>The City of Monte Sereno developed its percent trash reduced estimate using the following assumptions:</p> <ol style="list-style-type: none"> <li>1.) Single use plastic bags comprise 8% of the trash discharged from stormwater conveyances, based on the Regional Trash Generation Study conducted by BASMAA;</li> <li>2) 95% of single use plastic bags distributed in the City of Monte Sereno are affected by the implementation of the ordinance, based on the County of San Mateo's and RecycleMore (West Contra Costa) Environmental Impacts Reports; and</li> <li>3) Of the bags affected by the ordinance, there are now 87% less being distributed and/or observed in the environment, based on assessments conducted by the City of Palo Alto and City of San Jose.</li> </ol> <p>In FY 14-15, SCVURPPP initiated a Storm Drain Trash Characterization Project designed to assist in evaluating the effectiveness of product-based ordinances. The project entails removing and characterizing trash in full capture devices throughout the Santa Clara Valley. The results of this project will be available in FY 15-16 and will provide additional information on trash reductions associated with the</p>		

**C.10.d ► PART A - Trash Control Measure Implementation and Assessment (Jurisdictional-wide Actions)**

Provide a description of each jurisdictional-wide trash control measure implemented to-date. Identify the dominant trash source(s) and dominant type(s) of trash addressed by each control measure. For each jurisdictional-wide measure, identify the trash assessment method(s) used to demonstrate on-going reductions, summarize the results of the assessment(s), and estimate the associated reduction of trash within your jurisdictional area.

Control Measure	Summary Description of Control Measure & Dominant Trash Sources and Types	Assessment Method(s)	Summary of Assessment Results To-date	Estimated % Trash Reduced
		City of Monte Sereno's resolution.		
Expanded Polystyrene Food Service Ware Ordinance or Policy	<p>The City of Monte Sereno has no commercial or retail land uses. Therefore, no EPS ordinance is planned. However, the City has adopted an internal polystyrene foam food service-ware ban for City facilities and events. As of June 30, 2014, no violations involving the purchase or use of polystyrene foam were observed at City facilities or events. By 2016 the City will consider adopting a resolution to encourage residents to stop receiving polystyrene in other cities and bringing it into Monte Sereno.</p> <p>Trash Source: 1.pedestrian litter            2.vehicles 3.inadequate container management 4 illegal dumping            Trash Type: expanded polystyrene foam food service ware</p>	<p>In FY 14-15, SCVURPPP initiated a Storm Drain Trash Characterization Project designed to assist in evaluating the effectiveness of product-based ordinances. The project entails removing and characterizing trash in full capture devices throughout the Santa Clara Valley.</p> <p>The results of this project will be available in FY 15-16 and will provide additional information on trash reductions associated with the City of Monte Sereno.</p>	NA	NA

**C.10.d ► PART A - Trash Control Measure Implementation and Assessment (Jurisdictional-wide Actions)**

Provide a description of each jurisdictional-wide trash control measure implemented to-date. Identify the dominant trash source(s) and dominant type(s) of trash addressed by each control measure. For each jurisdictional-wide measure, identify the trash assessment method(s) used to demonstrate on-going reductions, summarize the results of the assessment(s), and estimate the associated reduction of trash within your jurisdictional area.

Control Measure	Summary Description of Control Measure & Dominant Trash Sources and Types	Assessment Method(s)	Summary of Assessment Results To-date	Estimated % Trash Reduced
Other Source Control Actions with sufficient documentation and supporting assessment	<p>On behalf of the City of Monte Sereno, SCVURPPP and BASMAA also implemented public education and outreach actions at the countywide and regional scales that were targeted at reducing the impacts of trash on local water bodies. For descriptions of these activities, please see Section 7 of the SCVURPPP Program's Annual Report.</p> <p>Additionally, the WVCWP attends meetings on the City's behalf and hosts events including National River Cleanup Day, Coastal Cleanup Day, and school outreach events (such as Science Fairs, creek cleanups), that have an emphasized focus on litter reduction messaging. For descriptions of these activities, please see Section 7 of the City's Annual Report.</p> <p>Trash Source: All trash sources            Trash Type: All trash types</p>	The methods used by WVCWP are evaluation forms for each event which is described in Section 7 of the City's Annual Report.	<p>Reductions (i.e., trends) in the levels of trash in stormwater discharges that occur as a result of the implementation of Public Education and Outreach campaigns and programs are very difficult to measure. Both the inherent spatial and temporal variability in trash generation and the timeframes by which behavior change occurs as a result of education and outreach largely governs our ability to link this control measure to water quality outcomes. That said, changing littering behaviors is paramount to the long-term success of trash management programs. As described in Section 7 of the SCVURPPP Program's Annual Report, the City of Monte Sereno has spent significant resources on local, county-wide, and public education and outreach programs that are slowly reducing the generation of trash at its source.</p> <p>Based on the results of assessments conducted by BASMAA in FY 13-14 to assess the effectiveness and impacts of their youth litter campaign "Be the Street" (see SCVURPPP Program's FY1314 Section 7), a modest conservative load reduction associated with public education and outreach programs is assumed.</p>	1% reduction in trash as a result of public education and outreach program implementation.

**C.10.d ► PART B - Trash Control Measure Implementation and Assessment (TMA Specific Actions)**

Complete the following trash control measure implementation and assessment summary for each primary trash management area (TMA) identified in your Long-term Plan. Include the following information:

- Identify the total jurisdictional area and the % of that area that generated very high (VH), high (H), moderate (M), or low (L) levels of trash in 2009, as depicted on trash generation maps;
- Identify the dominant trash source(s) and dominant type(s) of trash addressed or to-be addressed in the TMA;
- Provide the area currently treated by full capture devices, the quantity and type of devices installed to-date, and the % and acres of jurisdictional area in very high (VH), high (H), moderate (M), and low (L) generation categories that are currently treated by full capture devices in the TMA;
- Summarize control measures other than full capture devices implemented to-date, distinguishing between implementation that began pre- and post-MRP effective date. If not implemented in the entire TMA, describe generation category targeted and % of TMA addressed;
- Provide the acres of jurisdictional area in very high (VH), high (H), moderate (M), and low (L) generation categories in areas associated with actions other than full capture devices in the TMA;
- Describe the methods used to evaluate the effectiveness of control measures other than full capture devices, and any assessment results to-date. If the method was not implemented in the entire TMA, describe generation category targeted and % of TMA addressed.
- Provide the acres in VH, H, M or L generation categories after accounting for reduction associated with control measures other than full capture devices;
- Provide the acres in VH, H, M or L generation categories after accounting for reductions associated with ALL control measures (i.e., full capture and other actions) implemented to-date in the TMA
- Provide an estimate of the % of trash reduced in the TMA as a result of ALL control measures implemented to-date in the TMA. using the following formula:

$$\% \text{ Reduction} = 100 [(12A_{VH(2009)} + 4A_{H(2009)} + A_{M(2009)}) - (12A_{VH} + 4A_H + A_M)] / (12A_{VH2009} + 4A_{H2009} + A_{M2009})$$

where:

$A_{VH(2009)}$	=	total amount of the 2009 very high trash generation category in jurisdictional area
$A_{H(2009)}$	=	total amount of the 2009 high trash generation category in jurisdictional area
$A_{M(2009)}$	=	total amount of the 2009 moderate trash generation category in jurisdictional area
$A_{VH}$	=	total amount of very high trash generation category in jurisdictional area in the reporting year
$A_H$	=	total amount of high trash generation category in jurisdictional area in the reporting year
$A_M$	=	total amount of moderate trash generation category in jurisdictional area in the reporting year
12	=	Very High to Moderate weighing ratio
4	=	High to Moderate weighing ratio
100	=	fraction to percentage conversion factor



C.10.d ► PART B - Trash Control Measure Implementation and Assessment (TMA Specific Actions)									
TMA ID		TMA Area (Acres)	Dominant Sources	Dominant Types		Area (Acres) in Each Trash Generation Category			
						VH	H	M	L
MS01-3		9	1.pedestrian litter 2.vehicles	All Trash Types	Baseline Generation Areas (2009)	0	0	0	9
Full Capture Devices	Area Treated by Full Trash Capture Devices (Acres)		Quantity and Type of Full Trash Capture Devices		Area Treated by <u>Full Capture Devices</u>	0	0	0	0
	0		There are no full capture devices installed in this TMA.						
Actions other than Full Capture Devices	Summary Description of Other Actions Implemented in the TMA Since MRP Adoption				Area <u>Not</u> Treated by Full Capture Devices	0	0	0	9
	<b>Street Sweeping:</b> See Appendix C10d Part B: Control Measures Implemented in all TMA's. <b>On-Land Trash Cleanups:</b> See Appendix C10d Part B: Control Measures Implemented in all TMA's. <b>Partial-Capture Devices:</b> See Appendix C10d Part B: Control Measures Implemented in all TMA's. <b>Enhanced Storm Drain Inlet Maintenance:</b> See Appendix C10d Part B: Control Measures Implemented in all TMA's. <b>Activities to Reduce Trash from Uncovered Loads:</b> See Appendix C10d Part B: Control Measures Implemented in all TMA's. <b>Anti-littering and Illegal Dumping Enforcement:</b> See Appendix C10d Part B: Control Measures Implemented in all TMA's. <b>Improved Trash Bins/Container Management:</b> See Appendix C10d Part B: Control Measures Implemented in all TMA's.				Area after Accounting for Other Actions (based on assessment results)	0	0	0	9
	Assessment Methods for Control Measures Other than Full Capture Devices								
	All jurisdictional areas in the City of Monte Sereno were low trash generating at the time the MRP was adopted (2009). No additional trash reductions are needed and therefore no assessments were conducted in FY 14-15.								
	Summary of Assessment Results								
	No assessments were conducted in this TMA								

	Area After Taking into Account Full Capture Devices AND Other Actions	0	0	0	9
	Estimated % Trash Reduction in this TMA	NA (Low Trash Generation in entire TMA)			

C.10.d ► PART B - Trash Control Measure Implementation and Assessment (TMA Specific Actions)									
TMA ID		TMA Area (Acres)	Dominant Sources	Dominant Types		Area (Acres) in Each Trash Generation Category			
						VH	H	M	L
MS02-4		1,018	1.pedestrian litter 2.vehicles	All Trash Types	Baseline Generation Areas (2009)	0	0	0	1,018
Full Capture Devices	Area Treated by Full Trash Capture Devices (Acres)		Quantity and Type of Full Trash Capture Devices		Area Treated by <u>Full Capture Devices</u>	0	0	0	15
	15		This TMA has: 4 Connector Pipe Screens/Filters.						
Actions other than Full Capture Devices	Summary Description of Other Actions Implemented in the TMA Since MRP Adoption				Area <u>Not</u> Treated by Full Capture Devices	0	0	0	1,003
	Street Sweeping: See Appendix C10d Part B: Control Measures Implemented in all TMA's. On-Land Trash Cleanups: See Appendix C10d Part B: Control Measures Implemented in all TMA's. Partial-Capture Devices: See Appendix C10d Part B: Control Measures Implemented in all TMA's. Enhanced Storm Drain Inlet Maintenance: See Appendix C10d Part B: Control Measures Implemented in all TMA's. Activities to Reduce Trash from Uncovered Loads: See Appendix C10d Part B: Control Measures Implemented in all TMA's. Anti-littering and Illegal Dumping Enforcement: See Appendix C10d Part B: Control Measures Implemented in all TMA's. Improved Trash Bins/Container Management: See Appendix C10d Part B: Control Measures Implemented in all TMA's.				Area after Accounting for Other Actions (based on assessment results)	0	0	0	1,003
	Assessment Methods for Control Measures Other than Full Capture Devices								
	All jurisdictional areas in the City of Monte Sereno were low trash generating at the time the MRP was adopted (2009). No additional trash reductions are needed and therefore no assessments were conducted in FY 14-15.								

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	Summary of Assessment Results						
	No assessments were conducted in this TMA						
			Area After Taking into Account Full Capture Devices AND Other Actions	0	0	0	1,018
			Estimated % Trash Reduction in this TMA	NA (Low Trash Generation in entire TMA)			

**C.10.d ► PART C – Estimated Overall Trash Load Reduction**

For Population-based Permittees, provide an estimate of the overall trash reduction percentage achieved to-date within the jurisdictional area of your municipality that generates problematic trash levels (i.e., Very High, High or Moderate trash generation). Base the estimate on the information presented in C.10.d – Parts A and B and receiving water cleanups not reported in C.10.b.iii.

**Discussion of Trash Reduction Estimate (including Receiving Water Cleanups):**

The trash load reduction estimates presented in this section provide the best available estimate of trash reduction from the Town's municipal separate stormwater sewer system (MS4). These estimates were developed consistent with the trash reduction framework developed in collaboration with Water Board staff in 2013-14, and the Pilot SCVURPPP Trash Assessment Strategy submitted to the Water Board in February 2014. All estimates are based on available information collected by the City and are subject to revision by the Town based on additional information on the effectiveness of trash controls, the magnitude and extent of trash control measure implementation, and/or the levels of trash discharged from the City's MS4.

Trash reduction estimates were based on initial data collection efforts that began in FY 13-14 and continued through FY 14-15. Reductions associated with jurisdictional-wide trash control measures, trash full capture devices, other TMA-specific control measures, and trash cleanup events in local creeks and shorelines are included. Reductions associated with jurisdictional-wide actions are based on a combination of data collection and observations applicable to the Town. Reductions associated with trash full capture devices assume that trash generated in areas treated by effectively maintained devices reduce trash to a level of "no adverse impacts" to local water bodies. For control measures other than full capture devices, all reduction estimates are based on empirical observations of current trash levels (i.e., on-land visual assessments) and associated reductions in applicable trash management areas. Reductions associated with creek and shoreline cleanups are based on the amount of trash removed via these cleanups in FY 14-15, in comparison to baseline trash generation in the City. For creek and shoreline cleanups, the load reduction accounting formula included in the MRP 2.0 Tentative Order was used.

Estimated % Trash Reduction due to Jurisdictional-wide Actions (as Reported in C.10.d – Part A)	NA
Estimated % Trash Reduction in All TMAs due to Trash Full Capture Devices (as Reported in C.10.d. – Part B)	NA (Low Trash Generation in entire City)
Estimated % Trash Reduction in all TMAs due to Control Measures Other than Trash Full Capture Devices in All TMAs (as Reported in C.10.d. – Part B)	NA (Low Trash Generation in entire City)
<b>SubTotal for Above Actions</b>	<b>NA</b>
Estimated % Trash Reduction due to Receiving Water Cleanups (All TMAs)	NA
<b>Total Estimated % Trash Reduction FY 14-15</b>	<b>NA</b>

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# **APPENDIX C10**

## **Trash Load Reduction**

- C10d Part B Control Measures in all TMA's

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## **Descriptions of Control Measures implemented in all TMA's**

### **Street Sweeping**

The City's street sweeping program includes sweeping streets in the city four times per year. Although, parking enforcement signs for street sweeping are not posted in the City, parking enforcement equivalent exists on arterial roads in the form of no available/restricted street parking. Most of the City's streets are have no curbs and are located mostly in residential areas except for a small segment at a public elementary school. The City evaluates its street sweeping program annually to determine if problem areas exist that may require an increase in street sweeping.

### **On-land Trash Cleanups**

The City maintains its roads through contracts with private contractors. Unincorporated areas with public streets adjacent to Monte Sereno are maintained and cleaned by Santa Clara County. Minimal to no litter pickup is required as there is no commercial/retail land use and very few areas in the City have curbs, gutters, or sidewalks. However, the City provides regular in-field observations for trash problems. The City also notifies Caltrans, school, county and adjoining cities of needed trash remediation tasks as they arise.

West Valley Clean Water Program staff collaborated with Caltrans staff to coordinate outreach efforts for litter enforcement days, around planned region-wide events. Caltrans has expanded their program to enable collaboration at sites where multiple jurisdictions converge. They have also modified their Adopt-a-highway program to accommodate community groups that participate in 1-day cleanups. In addition, WVCWP is actively working with Caltrans to increase their involvement with ZLI and the SCVURPPP Trash AHTG.

### **Partial-Capture Treatment Devices**

The City will evaluate the installation of partial-capture devices beginning in 2015.

### **Enhanced Storm Drain Inlet Maintenance**

The City's storm drain system is inspected and cleaned annually by the City's contractor, with additional support from City's contract maintenance staff (i.e. prior to or during rain events).

### **Activities to Reduce Trash from Uncovered Loads**

The City's new solid waste franchise agreement implemented March 2014, will continue to require covered loads for hauler trucks and debris boxes. Hauler vehicles are subject to inspection by the JPA and must be cleaned and maintained to prevent the spread of litter. The City will continue to rely on the Police Department to enforce CA Vehicle Code Sections 23114 and 23115 that prohibit uncovered loads and issue monetary fines, as needed.

### **Anti-Littering and Illegal Dumping Enforcement**

When illegal dumping or trash accumulation sites are reported or discovered they are cleaned within three business days. Small illegal dumps are removed by city staff generally within one business day (limited number of incidents to date). As of December 31, 2012 the City updated its Illicit Discharge Detection and Elimination (IDDE) Enforcement Response Program (ERP) to include litter and illegal dumping as types of stormwater violations that can be met with a citation (as warranted).

### **Improved Trash Bins/Container Management**

The City's municipal code requires all properties to have the minimum of once-a-week waste collection service. In FY 2013-14 the City's new solid waste franchise agreement with the other West Valley agencies was developed to include stormwater language for pollution prevention. The City utilizes its waste hauler to ensure all households within the City have adequate trash service.

Beginning in FY 2012-13, through its participation in the Santa Clara County Zero Litter Initiative (ZLI) as a WVCWP member, Monte Sereno is continuing to work with this committee to develop a right-size/right-service regional campaign to prevent litter generated in the waste collection process. Through its participation in the Santa Clara County Zero Litter Initiative (ZLI) as a WVCWP member, Monte Sereno is working with this committee to develop a right-size/right-service regional campaign to prevent trash generated in the waste collection process, including the development of model ordinance and franchise language.

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# **Section 11: Provision C11 Mercury Controls**

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Section 11 - Provision C.11 Mercury Controls

**C.11.a.i ► Mercury Recycling Efforts**

List below or attach lists of efforts to promote, facilitate, and/or participate in collection and recycling of mercury containing devices and equipment at the consumer level (e.g., thermometers, thermostats, switches, bulbs).

Summary:

**1) PROMOTION**

**Local Municipal Efforts**

The City website includes a "Recycling" link, leading to the West Valley Collection & Recycling website, with info on proper E-waste disposal.  
<http://cityofmontesereno.org/2158/Residential-Services>

**WVCWP**

The WVCWP window, viewed by customers in the Monte Sereno Post Office, featured information on mercury containing products and proper disposal of e-waste a number of times throughout the year. Topics in the window include mercury pollution, behavior changes suggestions, and advertisement of e-waste drop-off events.

**SCVURPPP**

The SCVURPPP Program's Watershed Watch Campaign conducts advertising to promote proper disposal of fluorescent lamps and other household hazardous waste. The fluorescent lamps and HHW disposal locations are promoted on the Watershed Watch website. See Section 11 Mercury Controls of the SCVURPPP Program's Annual Report.

**Event Promotion**

Extensive organizing and advertising was carried out in an effort to inform residents of the recycling/disposal opportunities at the WVCWP local Mercury Containing Products (MCPs) events. A variety of outlets are used to promote these events. In addition, the waste contractor, WVCW, promotes its drop-off events (9 events in FY 14-15) via bill inserts and web site postings.

For the Los Gatos/Monte Sereno/WVCWP event in September 2014, the event was advertised in the Los Gatos Recreation Newsletter, on the Town website (including email notification), and via "Next Door Los Gatos" social media. The WVCWP press release was printed in the Los Gatos Weekly Times newspaper, and posted on the Los Gatos Patch online newsletter. All of these media venues are used by Monte Sereno residents.

In addition, flyers and take-home postcards advertising the event were placed at a variety of locations including public sites (schools, churches, Rec center) and at private sites (mostly drugstores).

The Summer 2014 Monte Sereno City Newsletter featured the article “Rules for Recycling” which included E-waste information.

WVCWP posts information about E-waste, and its own MCP drop-off events, in the Monte Sereno Post Office window. The September, October, December and January windows featured the topics of E-waste disposal advice, mercury and runoff pollution, and advertised upcoming WVCWP drop-off events and similar local events.

Press releases are produced by WVCWP and sent to the widely-read local weekly papers; these papers are mailed to each household. Press releases are usually published in the “Briefs” section of these papers. Press releases are also provided to, and posted by, the local online daily “Patch” newsletters. For listing of published press releases, see **APPENDIX C7: C7bc Advertising and Media Efforts**.

WVCWP supplies press releases and graphics/flyers to municipal newsletters, community center newsletters, senior center newsletters and their associated social media outlets. For listing of published press releases, see **APPENDIX C7: C7bc Advertising and Media Efforts**.

**Municipal websites** for Campbell, Los Gatos and Saratoga post the information provided in the WVCWP press releases.

**Posters/Flyers** created by WVCWP are physically posted, and are also distributed for pick-up by residents. Flyers are posted in public places (such as libraries, community centers, senior centers, city/town halls and police stations). Event outreach information is included in **APPENDIX C7: C7bc Advertising and Media Efforts**.

#### Local Municipal Contractor's Efforts

West Valley Collection & Recycling (the solid waste contractor for the West Valley Communities) provides E-waste drop-off events which are publicized via flyers mailed to residents (billing inserts), and on the contractor's website ([www.westvalleyrecycles.com/](http://www.westvalleyrecycles.com/)), and via press releases to local weekly newspapers. During FY 13-14, the contractor initiated curbside pick-up of batteries at single family homes, and advertised this new service via its website and newsletters.

#### 2) FACILITATION/ORGANIZATION

Mercury collection and recycling is available throughout the year through E-waste drop-off events hosted by the solid waste contractor for West Valley Communities (WVC) and drop-off services at the contractor's facility and at Santa Clara County HHW program. In addition, 2 events are put on by WVCWP, in partnership with other municipal events; the WVCWP events take in mercury thermometers, household batteries, and cell phones. Residents also have access to numerous events put on by local charitable/service organizations.

#### Local Municipal Efforts

WVCWP, on behalf of the WV Communities, organized 2 events in FY 14-15, as “take-back” collection efforts, in partnership with municipal

departments: Los Gatos/Monte Sereno Police Dept. and the Saratoga Senior Center.

WVCWP handles the thermometer exchange and household battery, cell phone (and eyeglasses) collection and recycling. Details of these events can be found in section C.7 "Public Outreach Events".

With its very small facilities footprint, the City of Monte Sereno generates very little used mercury-containing products for recycling.

In FY 14-15, there are appx. 10 used fluorescent lamps stored in the municipal garage, in their original shipping container. The City also has used batteries stored. When the containers are full, staff will take all items for proper disposal.

#### **Local Municipal Contractor's Efforts**

West Valley Collection & Recycling (the solid waste contractor for the West Valley Communities) provides free E-waste drop-off events on behalf of the West Valley Communities. Events are usually held at 3 different sites, several times a year – in FY 14-15, events were held in July, October, and April - resulting in a total of 9 free E-waste drop-off opportunities for WV Communities residents. These events are in addition to the many e-waste drop-off events sponsored by local charitable organizations.

#### **3) COLLECTION:**

Listed below are the events held in the past year. Details on WVCWP-sponsored events, and event evaluations can be found in Section C.7 "Public Outreach Events". These events are each held annually. Advertising is done prior to each event to inform residents and businesses of the exact location, date and times.

#### **WVCWP/Municipally-organized events**

WVCWP has invested in the purchase of imprinted mercury-free solar thermometers, to encourage residents to bring in glass mercury thermometers, for a free exchange. This program has been very successful, and discussion of the mercury-free vs old glass thermometers, increases mercury awareness; during FY 14-15, the last of these thermometers were distributed.

##### **Los Gatos/Monte Sereno Thermometer Exchange – Town of Los Gatos Corp Yard – September 27, 2014**

The WVCWP event was held in conjunction with the DEA/Police Dept. "Drug Take-Back" event. The event included opportunities for recycling: thermometers, batteries and cell phones. WVCWP provided mercury-free thermometers (with "Clean Creeks" message imprinted) in exchange for old glass mercury thermometers. Event also provided opportunities to drop off medications for proper disposal.

##### **City of Saratoga Thermometer Exchange – West Valley Community College (Saratoga) – October 18, 2014**

The WVCWP event was held in conjunction with the City of Saratoga Senior Council and El Camino Hospital "Silicon Valley Health Expo". The event included opportunities for recycling: thermometers, batteries and cell phones. WVCWP provided mercury-free thermometers (with "Clean

Creeks" message imprint) in exchange for old glass mercury thermometers.

**Municipal Contractor-organized E-waste Drop-off events**

**E-Waste Drop-off events for residents**

**July 2014:** 7/26/14 – Campbell; 7/12/14 – Los Gatos; 7/19/14 – Saratoga

**October 2014:** 10/11/14 – Campbell; 10/25/14 – Los Gatos; 10/18/14 – Saratoga

**April 2015:** 4/25/15 – Campbell; 4/11/15 – Los Gatos; 4/18/15 – Saratoga

**C.11.a.ii ► Mercury Collection**

Provide an estimate of the mass of mercury collected through these efforts, or provide a reference to a report containing this estimate.

Please refer to the FY 14-15 SCVURPPP Program Annual Report for an estimate of the mass of mercury collected through collection and recycling efforts in the SCVURPPP Program area



- C.11.b ► Monitor Methylmercury**
- C.11.c ► Pilot Projects to Investigate and Abate Mercury Sources in Drainages**
- C.11.d ► Pilot Projects to Evaluate and Enhance Municipal Sediment Removal and Management Practices**
- C.11.e ► Conduct Pilot Projects to Evaluate On-Site Stormwater Treatment via Retrofit**
- C.11.f ► Diversion of Dry Weather and First Flush Flows to POTWs**
- C.11.g ► Monitor Stormwater Mercury Pollutant Loads and Loads Reduced**
- C.11.h ► Fate and Transport Study of Mercury In Urban Runoff**
- C.11.i ► Development of a Risk Reduction Program Implemented Throughout the Region**
- C.11.j ► Develop Allocation Sharing Scheme with Caltrans**

State below if information is reported in a separate regional report. Municipalities that participate directly in regional activities to can provide descriptions below.

**Summary**

A summary of SCVURPPP Program and regional accomplishments for these sub-provisions are included within the C.11 Mercury Controls section of SCVURPPP Program's FY 14-15 Annual Report, Integrated Monitoring Report.

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# **Section 12: Provision C12 PCBs Controls**

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Section 12 - Provision C.12 PCBs Controls

**C.12.a.ii,iii ► Ongoing Training**

*(For FY 10-11 Annual Report and Each Annual Report Thereafter)* List below or attach description of ongoing training development and inspections for PCB identification, including documentation and referral to appropriate regulatory agencies (e.g. county health departments, Department of Toxic Substances Control, California Department of Public Health, and the Water Board) as necessary.

Description:

See the FY 14-15 Program Annual Report for a description of training at the program and/or regional level.

**C.12.b ► Conduct Pilot Projects to Evaluate Managing PCB-Containing Materials and Wastes during Building Demolition and Renovation Activities**

**C.12.c ► Pilot Projects to Investigate and Abate On-land Locations with Elevated PCB Concentrations**

**C.12.d ► Conduct Pilot Projects to Evaluate and Enhance Municipal Sediment Removal and Management Practices**

**C.12.e ► Conduct Pilot Projects to Evaluate On-Site Stormwater Treatment via Retrofit**

**C.12.f ► Diversion of Dry Weather and First Flush Flows to POTWs**

**C.12.g ► Monitor Stormwater PCB Pollutant Loads and Loads Reduced**

**C.12.h ► Fate and Transport Study of PCBs In Urban Runoff**

**C.12.i ► Development of a Risk Reduction Program Implemented Throughout the Region**

State below if information is reported in a separate regional report. Municipalities that participate directly in regional activities to can provide descriptions below.

Summary

A summary of Program and regional accomplishments for these sub-provisions are included within the C.12 PCB Controls section of Program's FY 14-15 Annual Report, Integrated Monitoring Report.

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# **Section 13:**

## **Provision C13**

### **Copper Controls**

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Section 13 - Provision C.13 Copper Controls

**C.13.a.iii.(2) ► Training, Permitting and Enforcement Activities**

(FY 11-12 Annual Report and each Annual Report thereafter) Provide summaries of activities implemented to manage waste generated from cleaning and treating of copper architectural features, including copper roofs, during construction and post-construction including. :

- Development of BMPs on how to manage the water during and post construction
- Requiring the use of appropriate BMPs when issuing building permits
- Educating installers and operators on appropriate BMPs
- Enforcement actions taken against noncompliance

Summary:

In August 2011, the SCVURPPP Program developed a fact sheet entitled "Requirements for Copper Roofs and Other Architectural Copper - Protect water quality during installation, cleaning, treating, and washing!"

The fact sheet describes BMPs for proper disposal of copper-containing wash water. The fact sheet was provided (via email) to attendees of the SCVURPPP Program's Construction Site Inspection Workshop held on May 6, 2015. In addition, information on BMPs was provided to attendees of the SCVURPPP Program's IND/IDDE Training, held on May 20, 2015.

- 1) Staff is aware of appropriate BMP's to manage water during construction. Copper related outreach is attached with all building permits proposing the use of copper roofs and/or any other architectural copper.
- 2) Appropriate BMP's are required by providing SCVURPPPs Copper BMPs Fact Sheet and attaching the "Blueprint for a Clean Bay" to plans during building permit approval process.
- 3) Education for installers and operators will include providing outreach, i.e. SCVURPPP's Copper BMPs Fact Sheet and WVCWP's copper tri-fold.
- 4) Staff uses control measures and enforcement actions outlined in the ERP when conducting any inspections related to sections C4, C5 and C6.

**C.13.d.iii ► Industrial Sources Copper Reduction Results**

Based upon inspection activities conducted under Provision C.4, highlight copper reduction results achieved among the facilities identified as potential users or sources of copper, facilities inspected, and BMPs addressed.

Summary: No facilities in our city were identified as potential sources of copper.

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# **Section 14: Provision C14 PBDE, Legacy Pesticides and Selenium Controls**

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**Section 14 - Provision C.14 PBDE, Legacy Pesticides and Selenium Controls**

Note: There are no reporting requirements in the FY 14-15 Annual Report for Section C.14.

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# **Section 15: Provision C15 Exempted and Conditionally Exempted Discharges**

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Section 15 -Provision C.15 Exempted and Conditionally Exempted Discharges

**C.15.b.iii.(1), C.15.b.iii.(2) ► Planned and Unplanned Discharges of Potable Water**

Is your agency a water purveyor?	<input type="checkbox"/>	Yes	<input checked="" type="checkbox"/>	No
If <b>No</b> , skip to C.15.b.vi.(2):				
If <b>Yes</b> , Complete the attached reporting tables or attach your own table with the same information. Provide any clarifying comments below.				
Comments:				

**C.15.b.vi.(2) ► Irrigation Water, Landscape Irrigation, and Lawn or Garden Watering**

<p>Provide implementation summaries of the required BMPs to promote measures that minimize runoff and pollutant loading from excess irrigation. Generally the categories are:</p> <ul style="list-style-type: none"> <li>• Promote conservation programs</li> <li>• Promote outreach for less toxic pest control and landscape management</li> <li>• Promote use of drought tolerant and native vegetation</li> <li>• Promote outreach messages to encourage appropriate watering/irrigation practices</li> <li>• Implement Illicit Discharge Enforcement Response Plan for ongoing, large volume landscape irrigation runoff.</li> </ul>
<p>Summary:</p> <p><b><u>Promotional Outreach by City of Monte Sereno, WVCWP and SCVURPPP</u></b></p> <p><u>City of Monte Sereno</u></p> <p>During FY 14-15, information covering water conservation tips and strategies (including "Creek Friendly Car Washing", proper irrigation, and drought tolerant/pest resistant/native landscaping), were provided in the "City of Monte Sereno Newsletter" and via flyers posted at Monte Sereno City Hall and Post Office.</p> <p><u>WVCWP</u></p> <p>WVCWP provides promotion of this issue for all WV Communities.</p> <p>Promotion of "less toxic pest control" and "landscape management," along with use of drought tolerant and native vegetation, is specifically addressed by WVCWP's distribution of native plant seed packets; these plants are also "beneficial bug attractants". The seed packets, attached to related literature, have proven to be an effective means of encouraging residents to take home literature as well as trying the use of basic IPM measures. The literature and attached packets of native seeds are consistently a popular take-away at Public Outreach Events. <b>See section C.7</b></p>

**Public Outreach Events for details.**

WVCWP worked with a local weekly newspaper (Campbell Reporter) to run a feature article on the June discounted commercial car wash event, with information about runoff pollution.

WVCWP prepared and distributed a municipal newsletter/website article on “Creek Friendly Car Washing” in summer 2014 and summer 2015. Water conservation/drought tolerant landscaping was addressed with press releases and flyers for the “Going Native Garden Tour” in spring 2015.

WVCWP uses the Monte Sereno Post Office window to help promote stormwater pollution prevention concepts. The August and October windows promoted “proper irrigation/avoid runoff”.

**See Appendix C.7.bii1/C.7.c for details** on Monte Sereno and WVCWP outreach via social media and the press, addressing irrigation/runoff and less-toxic/drought resistant landscaping.

In addition, the Santa Clara Valley Water District provides extensive outreach on water conservation, including landscaping and irrigation issues, so West Valley Communities’ residents benefit from this information. Examples include a mailed newsletter for July 2014 “Saving During Summer: Outdoors” and regular emails advertising water conservation tips, the water conservation hotline and similar topics,

**SCVURPPP**

SCVURPPP is involved in county-wide outreach on less toxic pest control, which usually includes info on appropriate irrigation practices and drought-tolerant gardening. For details, refer to the SCVURPPP Program’s FY14-15 Annual Report Section C7, Public Information and Outreach [reports on the Watershed Watch Campaign and the IPM Store Partnership], and Section C9 Pesticide Toxicity Control [report on the Green Gardener Training Program].

The WV Communities participated in these SCVURPPP Program outreach efforts via WVCWP, including review of programmatic reports provided to the SCVURPPP Program. As part of the SCVURPPP Program, WVCWP participation included reviewing and critiquing radio ads aimed at less-toxic pest control and reviewing and critiquing pertinent aspects of the Bay Area EcoGardens website: <http://bayareaecogardens.org/>. Participation also included WVCWP staff involvement at Watershed Watch outreach events, where staff educate residents and distribute materials.

**City of Monte Sereno Facilities**

Monte Sereno’s City Hall/Municipal Property consists of ½ acre, including buildings and parking lot; there is a very small landscaped area in front of the municipal buildings. This area has been landscaped to be pest resistant and drought-tolerant. Any weeds in the landscaping are hand-pulled; there was no pesticide usage on City property between 2008 and August 2014.

**New Development and Redevelopment**

**City of Monte Sereno Water Efficiency Ordinance**

The City of Monte Sereno has adopted and is implementing a Water Efficiency Ordinance – see Chapter 10.22: <https://library.municode.com/index.aspx?clientId=16498>

City of Monte Sereno New and Redevelopment

The City distributes materials which include info on water conservation measures/drought-tolerant landscaping to all project applicants, including "Top Ten Development Tips to Preserve Creeks" factsheets and native plants information. Newer flyers and brochures which address LID friendly plantings will be added to distribution lists as they become available.

**Illicit Discharge Enforcement Response Plan**

Maintenance (Facilities/Streets) supervisory staff received training on March 26, 2015 on the importance of reporting and addressing ongoing, large volume landscape irrigation runoff, along with training on TMDLs and IPM. This training reinforced the March 2014 training covering the same topic.

Refer to Section C.5 for responses associated with overwatering and irrigation-related runoff and any subsequent enforcement response.

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